

WINE LORDS

Sonoma Valley Winery Owners

Mom still likes
Dick best,
but Tom can
drink her wine

—See story on Smothers
Brothers on page 26

87 Vintage Festival

Supplement to The Sonoma Index-Tribune September 25, 1987

Adler Fels owner wound up in wine in roundabout way

By John P. Lynch

Index-Tribune Managing Editor

David Coleman started out working as an engineer, but he decided it wasn't his bag. "It wasn't very exciting. Too many rules," he said.

So he proceeded to take a 180-degree vocational turn and tried his hand at fine art painting. "I wasn't good at that. Not enough rules," he sighed.

Putting the two fields together, he became an industrial designer, working world fairs, expositions and the like. "I would bring an engineer and an artist together to try something that looked good," he said, describing his work.

"And I'm still doing that: I bring the grape growers and vintners together to put something out that tastes good." He pauses for a second, and then remarks, "The great middleman!"

So went Coleman's circuitous journey into the world of winemaking — from engineer, to industrial designer, to graphic and wine label designer, and finally winery owner/vintner.

COLEMAN, WHO SAYS he's "over 40," along with his wife Ayn Ryan, own and operate Adler Fels, a winery which teeters on the northeastern edge of the Sonoma Valley viticultural boundary, bordering Napa



ADLER FELS' DAVID COLEMAN

Photo by Richard Ammon

Valley high in the magnificent Mayacamas mountain range east of Santa Rosa.

It was actually his experience as a graphic artist in Santa Rosa which proved to be the last guiding step into a new career as winery owner and winemaker. "I was the first one to design a 10 cent wine label (in 1973), the ones with the gold foil and funny shapes," Coleman related.

It was the start of a new trend in label design that would keep Coleman busy for the next seven years.

He designed labels for Sonoma Valley's St. Francis and Chateau St. Jean wineries, among others.

By 1980, Coleman was growing weary of hearing how hard it was to put "funny labels" on wine bottles. "Labeling equipment is meant to put square labels on round bottles," he explained, "so I decided to put a label out myself: one with 16 corners."

The engineer blood in him got him even more excited about the prospect of starting his own winery. Like

his earlier job experiences, it was a matter of putting it all together. "Number one, I designed my one wine label and put it on the bottle; number two, I was fascinated with the equipment, and number three, I decided that making wine was more fun than either of the other two."

THE WINERY, which started in a garage and later expanded, was established in 1980. Adler Fels wasted little time scoring points with the wine-consuming public. Its fume blanc, gewurztraminer, chardonnay, pinot noir and melange a deux sparkling wine (a gewurz/riesling blend) have been well received, many of them earning numerous medals at wine judgments.

Coleman contracts with a number of Sonoma County growers to obtain grapes. "We aren't stuck with any grapes that don't produce gold medal wines," he said. "We do everything in our power to take care of those grapes and produce wines that taste like those grapes — not like oak barrels or dead bacteria."

He describes his wines as being "dry with intense varietal character." Adler Fels cranks out about 5,000 cases annually.

While he may have followed a roundabout route to the wine industry, Coleman has no regrets. Looking back, the only change he would make would be to try and secure more financial backing. "You can't be in the wine business without a lot of money," he said. "You can, but it's an awful lot of hard work."

But the hard work appears to be paying off for Adler Fels.

Adler Fels offers tours by appointment only. Phone 539-3123.

Take your pick of the Best Travel Agents in Town!



June Edelman



Marlene Browne



Edythe Cordellos



Kathy Coghill



Pat Breeden



Jean Pederson



Denise Logan

Year after year we continue to assist you with the most updated service and informed advice available that you've come to depend on.
• Day Trips • Vacations • Cruises

Valley of the Moon Travel

June Edelman, manager

Serving the Valley since 1964 — Mon.-Fri. 9-5; Sat. 10-2
Evenings by appointment — Valley Mart Center — 938-5575



Index of stories

Adler Fels's David Coleman.....	B2
Arrowood's Richard Arrowood.....	B3
B.R. Cohn's Bruce Cohn.....	B4
Buena Vista's Marcus Moller-Racke.....	B5
Carmen's Dick Graff.....	B6
Caswell's Dwight Caswell, Jr.....	B7
Chateau St. Jean's Greg DeLucca.....	B8
Cecchetti Sebastiani's Roy Cecchetti and Don Sebastiani.....	B9
Coturri's Harry, Phil and Tony Coturri.....	B10
Fallenleaf's Harry Cohn.....	B11
Gloria Ferrer's Pedro and Jose Ferrer.....	B12
Glen Ellen's Bruno Benziger.....	B13
Grand Cru's Walt and Tina Dreyer.....	B14
Gundlach-Bundschu's Jim Bundschu.....	B15
Hacienda's A. Crawford Cooley.....	B16
Hanzell's Bob Sessions.....	B17
Haywood's Peter Haywood.....	B18
Robert Hunter.....	B18
Kenwood's Mike and Marty Lee, John Sheela and Neil Knott.....	B19
Kistler's Stephen Kistler.....	B19
Laurel Glen's Patrick Campbell.....	B20
Matanzas Creek's Sandra and Bill McIver.....	B20
Las Montanas' Aleta Appar Olds.....	B21
MacRostie's Steve MacRostie.....	B22
Napoli's Napoli Lehnert.....	B22
Ravenswood's Joel Peterson.....	B23
Richardson's Dennis Richardson.....	B23
Sam J. Sebastiani.....	B24
Sandy Creek's Frank Reis.....	B24
Sebastiani's Sylvia Sebastiani.....	B25
Smothers Brothers' Tom and Dick Smothers.....	B26
Sonoma Hills' Terry Votruba.....	B26
St. Francis' Joseph Martin.....	B27
Sugarloaf's Richard and JoAnn Puttbach.....	B28
M.J. Vallejo's Robert Cannard.....	B28
Valley of the Moon Winery's Harry Parducci.....	B29
Van Der Kamp's Martin Van Der Kamp.....	B30
Vinet's Robert Rex.....	B30

Valley winemaster opens own family winery: Arrowood

By John P. Lynch

Index-Tribune Managing Editor

Don't expect a "St. Jean clone" when Sonoma Valley's new Arrowood Winery releases its first wine next year, advises proprietor Richard Arrowood.

Arrowood made Chateau St. Jean something of a legend in the local "boutique" wine industry with his award-winning recipe for assorted "vineyard designate" varietals (wines made from grapes grown in a specific vineyard).

In his new, separate venture, however, he will limit production to chardonnay and cabernet sauvignon, while expanding the fruit formula to include grapes from a number of different vineyards.

The vineyard designated program, nurtured by the talents of Arrowood, his staff of enologists and vineyard directors, produced record quantities of gold medals for Chateau St. Jean, not to mention some rather windy titles on wine labels; reciting names like "Chateau St. Jean Alexander Valley Robert Young Vineyard Johannisberg Riesling" without coming up for air is considered some kind of marathon athletic achievement.

The front label on Arrowood wines will read simply, "Arrowood Winery Sonoma County Chardonnay" (or cabernet) with the vineyards of origin listed on the back label. Arrowood chardonnays will be 100 percent varietal, while the cabernets will be blended with petite verdot, malbec, cabernet franc and merlot.

"THE WINES WILL be blends (of grapes) from throughout Sonoma County, a blending of specific vineyards that have shown promise in the past," said Arrowood, adding "We are looking to produce wine of finesse and balance."

Unlike Chateau St. Jean, which is owned by the corporate giant, Sun-tory International, Arrowood Winery will be a small, family-operated enterprise of modest case production, tended to by Arrowood's wife, Alis, and two teen-age daughters, Holly and Kerri. They will be responsible for the day-to-day management of the winery while Arrowood continues his duties at St. Jean's executive vice-president and winemaster.

Allen Kezer, formerly of Stag's Leap and Chateau St. Jean wineries, will serve as assistant winemaker. "I sort of Arrowoodized him ... a little bit," Arrowood cracked.

Only a few thousands cases of the inaugural Arrowood releases — 1986 chardonnay and cabernet — will be available. Capacity in 10 years will reach 15,000 cases.

A new 10,000 square foot winery, built adjacent to the Arrowood home off of Sonoma Highway near Glen Ellen, was expected to be finished in time for the late summer-fall crush. Winery contractors, BDM Construction, have designed the winery in a

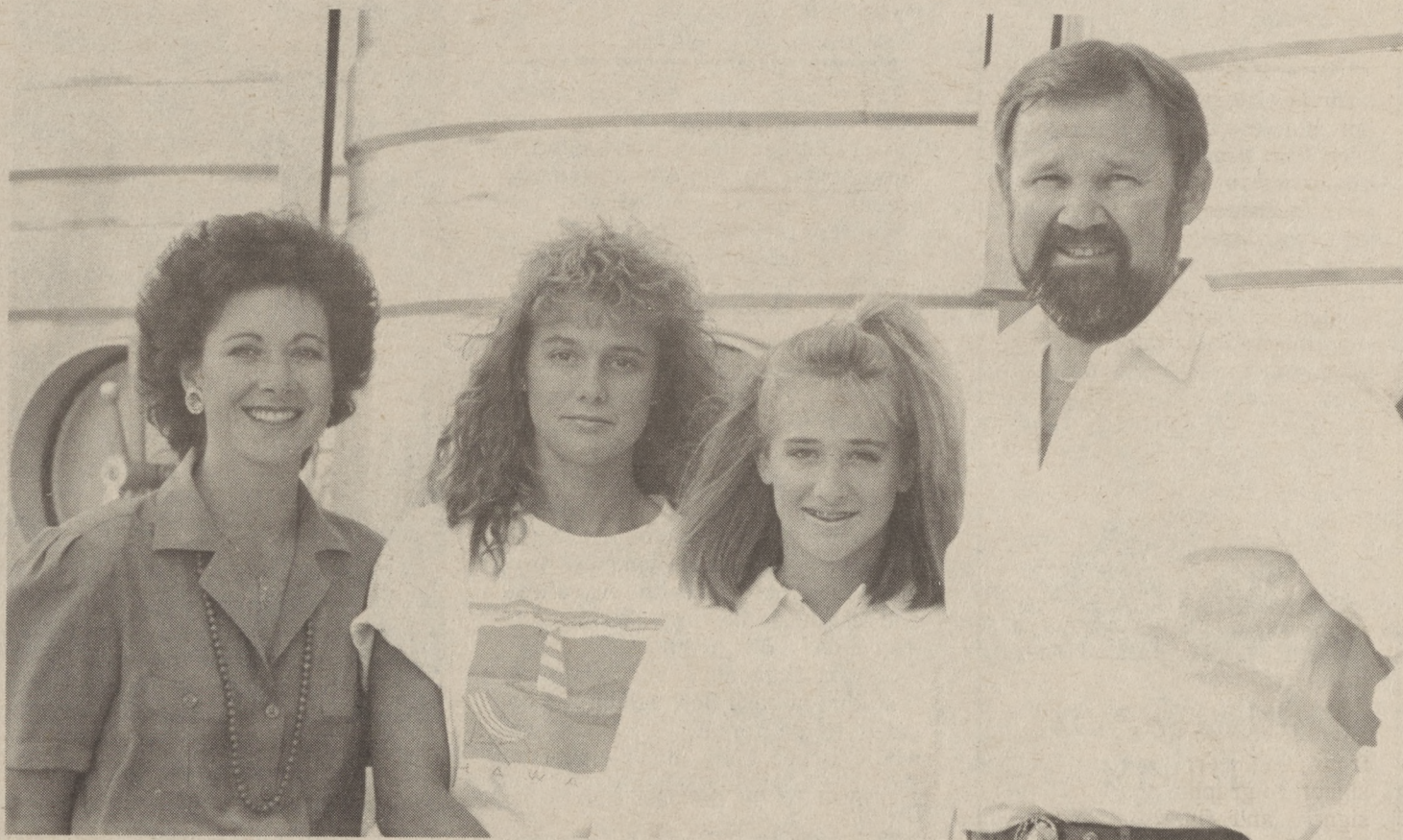


Photo by Richard Ammon

(L to R) ALIS, HOLLY, KERRY AND RICHARD ARROWOOD AT THEIR NEW ARROWOOD WINERY

New England-style architecture to match the Arrowood family home. The property is located just north of Oak Hill Farm on the east side of the highway between Madrone Road and Arnold Drive.

"IT'S A CHANCE to have your cake and eat it too," beamed Arrowood, in talking about his embarking on a separate wine venture while retaining his role at Chateau St. Jean. "Most winemakers have a dream of having their own operation. It's been a dream of mine for many years."

Arrowood has been St. Jean's winemaster since the winery was founded in Kenwood in 1974. Before coming to St. Jean he worked at Sonoma Vineyards and Korbel Winery. He earned his degree in chemistry from California State University, Sacramento, and graduated with a degree in fermentation science at Cal State Fresno. A native of San Francisco, he lived most of his life in Santa Rosa before moving to his new Sonoma Valley home a year ago.

Arrowood says there are a few things he would change if he had to do it all over again. But he is sure of one thing: he's plenty excited about starting his own family wine gig.

"I've always had an interest in being able to create something that no one else could, in being someone unique," he said.

The confident winemaster appears to have already achieved that, having been at the helm of one of California's most prestigious wineries, and now about to chart a separate course towards his own winemaking dream.

There are no planned public tastings at Arrowood Winery. Tours are offered by appointment only. For

more information write P.O. Box 987, Glen Ellen, CA 95442 or phone 938-5170.

For Your Wine Country Picnic

Come to
the award winning
Sonoma Sausage Co.
and choose from our
taste tempting selection
of home-made sausages



453 First St. West
938-8200

Hours: Mon.-Sat. 9:30 a.m.-6:00 p.m.
Sunday 12-6

"Good wine is a good familiar creature..."

—Shakespeare

We invite you to enjoy our tasting room and take home a gift basket (available Oct. 1) filled with Sonoma cheeses and sausages, a variety of other local foods and, of course, Valley of the Moon wines!

Plan to join us for the Annual Hooker Party, Dec. 1, to commemorate the winery's 19th century ownership by General "Fighting Joe" Hooker.



Valley of the Moon Winery

A Family Winemaking Tradition Since 1857

777 Madrone Road, Glen Ellen
Picnic Area
Tasting Daily 10-5 • 996-6941

"Welcome To The Vintage Festival"



Exchange Bank

The neighbor you can bank on.
Member Federal Deposit Insurance Corporation

Doobie Brothers manager now has wine gig

By John P. Lynch

Index-Tribune Managing Editor

The debate rages on: Did Bruce Cohn's experience growing up on a Forestville goat dairy and ambition to become a veterinarian adequately prepare him for a career with the animals of rock 'n' roll?

What is known is this: His experience with grape farming definitely helped launch his winery business.

Cohn's astounding success as manager of The Doobie Brothers rock band afforded him the opportunity to purchase the 65-acre Olive Hill Vineyards near Glen Ellen in 1974.

A decade later, he had successfully developed the career of another high-powered rock 'n' roll act, Night Ranger. That latest conquest provided him enough wealth to go ahead and establish his own winemaking operation — B.R. Cohn.

"I was thinking I may not have that kind of cash flow again, so I decided to go for it," recalls Cohn, whose Bruce Cohn management offices are located in Sonoma.

THE ROCK-AND-WINE entrepreneur, who recently turned 40, says it was the high anxiety of being a grape grower — grappling with the unpredictable, roller coaster grape market, while seeing his grapes get converted into gold medal-winning

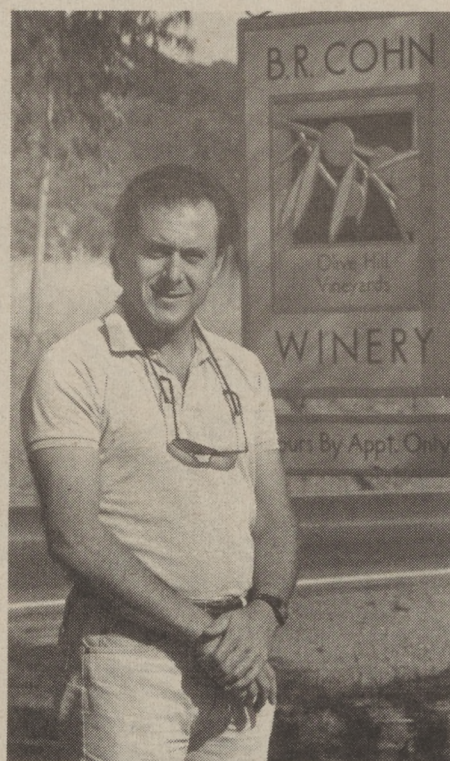


Photo by Richard Ammon

BRUCE COHN

wines with other wineries — that drove him to a life of wine.

"I was frustrated. I wasn't making ends meet as a farmer," Cohn says. "I said, 'the hell with it, if I'm going to lose money, I might as well have control of my own destiny.'"

Destiny smiled on him. He broke

on to the wine scene by scoring back-to-back hits with 1984 and '85 B.R. Cohn Sonoma Valley Olive Hill Vineyards Chardonnay. Cohn wanted that lean, yet full-flavored, Burgundian complexity expressed in his chardonnays.

To accomplish this, he hired a talented winemaker out of the East Coast, Helen Turley, a graduate of Cornell University. "The East Coast grads are taught European wine-making styles," Cohn asserts, "and the U.C. (Davis) people are taught California styles. I've always preferred the French-style wines, a lighter style."

He followed up the well-received chardonnays by releasing a white cabernet under a second label, Robert Conati, a stage name used by his singer/entertainer father, the late Sam Cohn. The popularly priced Conati white cab (\$3.50-\$4 a bottle average retail price) has also done well. A Korean company pounced on it, recently ordering 11,000 cases, while negotiating a three-year deal that would bring 150,000 cases of Conati white cab into the country.

THE DEBUT OF a promising B.R. Cohn cabernet sauvignon, as well as pinot noir and a champagne (appropriately named "Platinum") is scheduled next spring.

In the meantime, construction work continues on a new winery at Cohn's Olive Hill Vineyard home; he will crush grapes there and at other facilities this fall.

Cohn has had a fair amount of success, and a whole lot of fun, in nurturing his new wine gig. He's held two celebrity golf tournaments here to promote the winery, attracting the likes of Motley Crue, Huey Lewis and the News and a colorful assortment of other entertainment heavies.

But he's just as quick to admit, "It hasn't been a bowl of cherries. It's like the music business in a lot of ways. It's a major challenge and highly competitive."

Cohn obviously is thinking about life after rock in pursuing his wine career. "It may take a lot of work to get it established, but I'm not planning on being in the music business the rest of my life," he states. "When I'm 65, I don't want to run to the record company."

And besides, mixing it up with the rock 'n' roll animal kingdom seems to have satisfied his veterinary medicine ambitions. "It's nice to be able to call someone else to come pull your calf out of the mud on one of those rainy, winter days," he concludes.

B.R. Cohn Winery has an off-site tasting room located at The Secret Garden, 13855 Sonoma Hwy., Glen Ellen. Hours are 10 a.m. to 5 p.m. daily. Tours of the winery, now under construction, are by appointment only. For more information write: P.O. Box 878, Sonoma, CA 95476.

THE CAT & THE FIDDLE



Sonoma's Finest Selection of Antique and Vintage Home Furnishings



• Dining Sets
• Bedroom Suites

• Armchairs/Desks
• Upholstered Furniture



153 West Napa St. Mon.-Sat. 11-5; Sun. 12-5 Closed Wed. 996-5651

Buena Vista owner carries on tradition

By John P. Lynch

Index-Tribune Managing Editor

To say that Marcus Moller-Racke was "surrounded" by wine influences at an early age is an exercise in understatement.

"All of our friends, all of our contacts, all that surrounded me in my youth were winegrowers and vintners," said the 31-year-old president of Buena Vista, king the Carneros district wineries in southern Sonoma Valley.

So Moller-Racke did what one is supposed to when surrounded: he surrendered.

"I obviously liked wine from the beginning — you can drink wine very early on in Germany," he said. "Once you find something better, like wine, you begin to look into it more and more."

That wasn't too difficult, Moller-Racke having been born and raised in the heart of one of the world's premiere winegrowing regions — West Germany's Bingen Am Rhein — and being the sixth generation in a major family-owned wine, champagne and spirits company, A. Racke. It was A. Racke which acquired Buena Vista in 1979.

Moller-Racke's interest in wine continued to grow. "I tried to become more sophisticated with my wine palate, tried to become more critical; that in itself generated an interest," he said.

HE RECEIVED A bachelor's degree in agronomic sciences from the University of Kiel. Two years later he earned his degree in forest sciences, with specialization in viticulture, from the University of Bonn. Later, he ventured to Brazil for a year to manage the extensive agricultural holdings owned by the Volkswagen corporation.

Moller-Racke returned to his native Germany to work in the A. Racke vineyards before coming to California in 1982 to take over as Buena Vista's director of vineyard operations. He was promoted to vice-president and technical director, and then president in May 1983.

Now, Moller-Racke finds himself in the heart of another highly acclaimed wine-producing region — the Carneros — thousand of miles from his homeland.

He and his wife Anne, who is now Buena Vista's director of vineyard operations, and winemaker Jill Davis, have gone on a gold medal tear in recent years, garnering top awards for a variety of wines. Buena Vista produces chardonnay, gewürztraminer, johannisberg riesling, sauvignon blanc, fume blanc, "Spiceling" (a gewürz-riesling blend), "Steelhead Run" (blanc de pinot noir), gamay beaujolais, zinfandel, pinot noir, cabernet sauvignon and pinot jolie.



MARCUS AND ANNE MOLLER-RACKE

"Our philosophy, and my own philosophy, is to produce wines of true varietal character," he said. "In order to respect that true varietal character, we never cover it up with too much oak or alcohol. The Carneros does that on its own."

STRADDLING THE southern Sonoma and Napa valleys, the Carneros' rich soils and ideal proximity to the tempering of San Pablo Bay established it as one of the finer winegrowing areas to be found anywhere.

Buena Vista is the largest wine producer in the Carneros. It not only turns out about 100,000 cases annually, but has 700-acre vineyard holdings in the district, with another 1,000 acres now in the developmental stage.

Moller-Racke relishes the allure and challenge of being at the helm of Buena Vista, hailed not only as California's oldest winery, but a pioneer in the development and promotion of the esteemed Carneros as well. He wouldn't have it any other way.

"I would have had, in no other field, such a fulfilling and happy life as I'm having now," he says, exuding sincerity.

Daily tastings and self-conducted tours are offered at Buena Vista's historic Haraszthy Cellars, founded by the legendary "Father of California Viticulture," Agoston Haraszthy in 1857. Located at 18000 Old Winery Road, just east of Sonoma, the winery's tasting-tour hours are 10 a.m. to 5 p.m. Winemaking and administrative facilities are based in the Carneros. For more information phone 938-1266.



Encore!

The Grist Mill Inn and your hosts, Michael and Bonnie Barker and Bruno Staubli, continue to bring you delicious and imaginative cuisine that inspires your epicurean passions, year after year.

The Grist Mill Inn, constructed in 1838 in Jack London Village, lends a welcome grace and charm to your evening.

It's all for you, dining that will delight your eye as well as your palate.

Outside Dining • BBQs • Weddings
Banquet facilities available for 40 to 150
(arrangements for parties exceeding 150 available)

Dinner served Tues. through Sun. from 5 p.m.
Sunday Brunch 10 a.m. to 2 p.m.

The Grist Mill Inn

14301 Arnold Dr., Glen Ellen 996-3077



Continental Savings of America

539 First St. West, Sonoma
Mon.-Thurs. 9-4, Fri. 9-6
938-4500



FREE CHECKING WITH
\$100 MINIMUM BALANCE
5.25%

NO MINIMUM BALANCE
REQUIREMENT FOR
SENIOR CITIZENS.

LIMITED MONEY MARKET 6.00%

	Rate	Yield
7 MONTH (\$10,000 minimum balance)....	7.00%	7.25%

1 Year (\$100 minimum).....	7.00%	7.25%
--------------------------------	-------	-------

Over 60 (\$1000 minimum).....	7.25%	7.51%
----------------------------------	-------	-------

Over 70 (\$1,000 minimum).....	7.50%	7.78%
-----------------------------------	-------	-------

1 1/2 Years (\$10,000 minimum, additions permitted up to \$50,000).....	7.65%	7.95%
--	-------	-------

VISA — Unsecured, free for the 1st year; \$10.00 annual fee thereafter, 16% on unpaid balance.

TRY THE NATURAL GOODNESS OF THE WINE AND CHEESE COUNTRY™

Visit Sonoma's legendary Cheese Factory and the home of Sonoma Jack®. See our cheeses actually being made, browse through our international market or relax with lunch in our gourmet deli.

Select your favorites from the complete line of Sonoma Jack cheeses and take home the deliciously natural flavor of the *Wine and Cheese Country*.



SONOMA CHEESE FACTORY®

2 SPAIN STREET "ON THE PLAZA"
IN HISTORIC SONOMA

OPEN 7 DAYS A WEEK 9:30 - 5:30

© 1987 SONOMA CHEESE FACTORY

Carmenet owner keeps tabs on three other state wineries

By Francis Brofos

Index-Tribune Guest Writer

Some time ago I lunched with Richard Graff and a friend in San Francisco. I quickly learned that here was another one of those amazing people whose direction in life has been completely changed by the grape.

Graff is chairman of the board of the Chalone Corporation which owns Carmenet Winery, among others.

Carmenet is situated way up in the Mayacamas Mountains at 1700 feet, at the end of Moon Mountain Road above the Monte Rosso vineyards owned by Louis Martini.

Graff is a Harvard graduate in music who had just been discharged from the Navy in 1964 when he stumbled upon a chance to buy the Chalone winery in the Gavilan Mountain of Monterey County.

"I had never been to a winery before, and I knew nothing about wine," Dick said. "But I tasted Chalone's 1960 vintage and was fascinated," he said.

The ensuing sequence of events leading up to the acquisition of the winery is material enough for a book. (See *Connoisseur* magazine, February, 1987.)

But today, more than 20 years later, it has paid off. Under the Chalone umbrella, in addition to Carmenet, is Edna Valley Vineyard Winery in San Luis Obispo and Acacia Winery in the Carneros district. Graff visits these properties flying his own single-engine Cessna plane.

BUT GRAFF IS first and foremost a master winemaker. He spent the academic year of 1965-66 at the University of California, Davis, as a special student taking all available winemaking and grape growing courses, plus French.

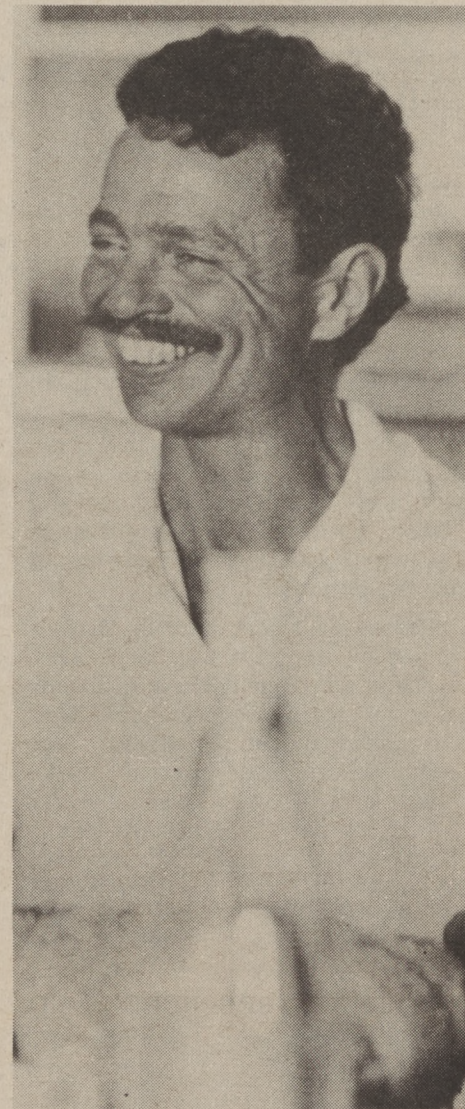
He was one of the very first people to buy French oak barrels in 1965, and a few years later developed an import business for bringing in French cooperage to the United States.

At Chalone, Graff makes Burgundian wines, chardonnay and pinot noir and he has created some great ones, having had enormous success with the pinot noirs, among the very best from California from recent vintages like 1981, 1982 and 1984.

The first vintage at Carmenet under Chalone ownership was in 1982. Carmenet's previous name had been Glen Ellen Vineyard.

Graff began consulting for the new winery, designing the 15,000 square feet of caves dug out of the hillside, and subsequently purchased it.

In contrast to Chalone, Carmenet is a Bordeaux-style winery making cabernet sauvignon and sauvignon blanc, the major grapes of that French region.



RICHARD GRAFF

The 55 acres of vineyards are planted to cabernet sauvignon, merlot and cabernet franc. The Carmenet "Red Table Wine," vintage 1982, for example is a blend of 85 percent, 10 percent and 5 percent of these grapes respectively, a blend that is adjusted with each year's crop. It is an excellent wine, made by winemaker Jeff Baker, that will improve with cellaring, a complex wine with aromas of mint and cherries.

But Graff has not rested on his winemaking laurels. In 1981 he launched the American Institute of Wine and Food with Julia Child and Robert Mondavi, and he is now chairman emeritus. The AIWF is now a widely respected, nationally known organization, Graff explains, "whose goals are to bring serious scholarship to the field of gastronomy and to provide a center for information, education and research."

Graff lives at Chalone Vineyard and maintains an apartment in San Francisco, travelling frequently between the four wineries and the San Francisco office. But life is not all wine for Graff, his music degree helps him enjoy playing the piano and the organ.

Tours at Carmenet are by appointment. The winery is located at 1700 Moon Mountain Drive, Sonoma. For more information call 996-5870.

Caswell family winery comes south for Valley outlet

By John P. Lynch

Index-Tribune Managing Editor

Why has a Sebastopol winery opened an off-site tasting room in Sonoma Valley?

To get to the other side of the county, one might be inclined to answer.

In establishing a tasting room at The Wine Gallery on Sonoma Highway in Kenwood, the west county's Caswell Vineyards hopes to boost its retail wine sales.

Though the Caswell family has an on-site tasting facility at its Sebastopol winery, "we don't have much retail trade there," according to winemaker Dwight Caswell Jr. "This (Kenwood) is one of the few acres in the county that works ... if we can just get the traffic to slow down."

Caswell Vineyards is a 3,000 case winery owned by Dwight Caswell Sr. and his wife, Helen. Their children, Dwight Jr., Phil and John, are also actively involved in the business.

The Caswells purchased the 12-acre Sebastopol property, known as the historic Winter Creek Farm, in 1981. The farm was founded in 1870 by the Pieroni family, who had vineyards and a pre-Prohibition winery on the site.

A WINERY BROCHURE reads:



DWIGHT CASWELL JR.

"Much of the wine was shipped in bulk to San Francisco, but there was plenty on hand to sell to neighbors who would come down the long twisting driveway with their jugs to be filled from the oak barrels and redwood tanks.

"This ended abruptly with Prohibition. Federal agents smashed in the barrel heads, and the soil under-

neath was stained red for a year. Vines were uprooted and production shifted to doyenne du comice pears and six varieties of apples, including one of the world's finest, the gravenstein."

After the Caswells acquired the site, vineyards were replanted and the winery restored. Some century-old zinfandel vines continue to pro-

vide grapes for the winery.

"It seemed like good idea at the time," Dwight Jr. remarked, when asked what prompted his family to get into the wine business. "Our family wanted to move away from Santa Clara County to a less developed area, and I was tired of being a Silicon Valley photographer.

Ironically, it was Caswell's work in photography — he used to do advertising photography for wineries — which developed his interest in wine-making.

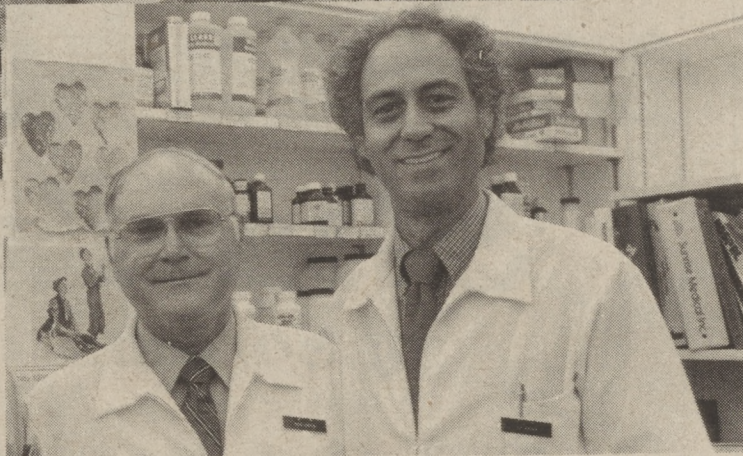
Caswell Vineyards produces sauvignon blanc, chardonnay, pinot noir and zinfandel; every other year a Bordeaux-style claret is made, usually a blend of cabernet sauvignon and merlot. From their 17-acre gravenstein orchard, the Caswells also concoct a hard cider.

"My philosophy," Caswell said, "is to make the kind of wine I like. As a general rule, my wines tend to be full-bodied, fairly intense flavors — a wine that makes a statement and (is) not very bland."

The Caswell Vineyards off-site tasting room is located in Kenwood at The Wine Gallery, 8860 Sonoma Hwy. (open noon-5 p.m. daily). Phone 833-2015 for more information. The winery is located at 13207 Dupont Road, Sebastopol, CA 95472. Phone: 874-2517.



Vivian, Cindy & Becky
Valley Drug
staff



Bob Owen, pharmacist

Lee Amari, pharmacist

Valley Drug Oxygen & Medical Equipment



Credit Cards Accepted

"Serving Sonoma Valley for 25 Years"

18068 Sonoma Hwy., Boyes Hot Springs

938-1123

Free Delivery

Open Mon.-Fri. 9-7; Sat. 9-6; Closed Sunday

"When it comes to prescriptions and medical equipment needs, do you want..."

- ☐ Fast, friendly service?
- ☐ Knowledgeable assistance about products and insurance?
- ☐ A friendly staff that takes the time to help you?
- ☐ Computerized customer file for fast and complete information recall?
- ☐ Complete pharmacy?
- ☐ Medical equipment sales and rentals?
- ☐ Free delivery for your convenience?
- ☐ Someone who remembers your name?

If any of the above applies to you, call us.

ST. FRANCIS

VINEYARDS

WINERY

AWARD WINNING WINES



8450 SONOMA HIGHWAY
KENWOOD, CALIFORNIA 95452
TASTING ROOM OPEN DAILY 10-4:30
(707) 833-4666

Chateau St. Jean president started with soft drinks

By John P. Lynch

Index-Tribune Managing Editor

You have to wonder how a guy like Greg De Lucca wound up being president of Sonoma Valley's elegant Chateau St. Jean Winery.

Here's a guy who was born and raised in a city famous for its beer, worked for Coca-Cola and drank burgundy-and-Fresca wine coolers. And he ends up as head of the stylish Kenwood-based Chateau St. Jean, a winery which has built a polished reputation for excellence in wine-making in an atmosphere where Bartles & Jaymes wouldn't make it as the house mouthwash.

Chalk it up to De Lucca's talent and experience in corporate management and financial administration, not to mention his love of people and knowledge and appreciation for the romance of wine.

Whatever the reasons, De Lucca, 50, is happy to be a part of Chateau St. Jean's rich winemaking tradition. He earned it.

A native of Milwaukee, Wis., De Lucca got into the wine business during his stint with the Coca-Cola Co. When Coke purchased Napa Valley's Sterling Vineyards in 1977, De Lucca became the winery's financial administrator. Later, he became winery president. During that time he



GREG DELUCCA

also served as president of the Napa Valley Vintner's Association.

De Lucca left Sterling about a year after it was sold to Seagram's in 1983. He did some consulting work

before joining Lythe Vineyard, a small, family-owned winery in Geyersville.

WHEN SUNTORY International, one of the world's largest producers and distributors of wine and spirits, acquired Chateau St. Jean in 1984, he was offered an opportunity to become the winery's president.

"I was looking for general management opportunities, so I volunteered," said De Lucca, describing his introduction to the wine business while still with Coca-Cola. He has no regrets. "Quite honestly, I've been very fortunate. I don't think I could have done it any other way," he said.

He, his wife and two children are in the process of moving to Sonoma Valley from St. Helena.

He laughs when he boasts of being the original wine cooler fanatic. But the talk turns serious when discussing the role of Chateau St. Jean wines. "I would like St. Jean's wines to be considered among the finest in the world, and one of the top wines in California," he stated. "I'd also like to see Chateau St. Jean be a profitable winery business."

A FORERUNNER OF the local boutique wine scene, Chateau St. Jean has produced wines over the

past 13 years which have earned gondola-loads of gold medals at judgments.

Chateau's classic varietal lineup includes chardonnay, fume blanc, johannisberg riesling, gewurztraminer, pinot blanc, muscat canelli, pinto noir and cabernet sauvignon. The winery has had great success with its late harvest wines. Two sparkling wines — Brut and blanc de noir — are produced at a separate facility in Graton.

St. Jean's "vineyard designate" approach, where wines are produced from grapes grown in a specific vineyard and bottled accordingly, allows the winery to make a number of different styles of wine made from the same grape variety. The winery produces more than 150,000 cases of wine a year.

"I like to see us make wines of elegance, harmonious wines that are quite balanced, and also have a long life," De Lucca said.

If the past is any indication, Chateau St. Jean will continue to have quite a long, rich and rewarding life.

The tasting room is open daily 10 a.m. to 4:30 p.m. Self-guided tours take place daily from 10:30 a.m. to 4 p.m. Chateau St. Jean is located at 8555 Sonoma Highway, Kenwood. For more information phone 833-4134.

A WINERY TO WATCH

B.R. COHN



OLIVE HILL VINEYARDS
Sonoma Valley

WINERY

ESTATE & BARREL RESERVE CHARDONNAY
PINOT NOIR, CABERNET SAUVIGNON

The 1985 Estate Chardonnay has a good spicy opening, full flavors all the way through and a long finish. A classy, beautifully balanced wine."
Larry Walker, San Francisco Chronicle

Tightly structured, but the finish opens up to a lovely creaminess. Here's still another new entrant in the North Coast Chardonnay sweepstakes.
Robert Finigan, The Finigan Wine Letter

Intense, fruity aroma of pineapple and apples, with hints of butterscotch and new oak. Medium bodied, intensely flavored, crisp, and persistent in the finish; an excellent wine with good potential. B.R. Cohn is clearly a winery to watch.

() *Ronn Wiegand, International Wine Review*

...well worth trying ... 84 points.
Robert Park, The Wine Advocate

**Tasting Room Located At
The Secret Garden**

18900 Highway 12, Glen Ellen, CA
Hour: 10:30 a.m. to 5:00 p.m. daily



**Sharl's
of Sonoma**

136 W. Napa St., Sonoma 996-5155

Sunday Champagne Brunch 11-2:30
Twilight Dinner Special 5:30-7; Sundays 4:30-6
Lunch: 11-2:30 Dinner: 5:30-9:30 Closed Tuesdays
Ample Parking

Cecchetti-Sebastiani a marriage of two family heritages

By John P. Lynch

Index-Tribune Managing Editor

Carrying on a rich complement of family traditions and a commitment to releasing only those wines deemed "exquisite" is the foundation for Cecchetti-Sebastiani Cellars.

Established in Sonoma three years ago by Roy Cecchetti and brother-in-law Don Sebastiani, the business custom crushes four wines — cabernet sauvignon, chardonnay, sauvignon blanc and pinot noir.

"They are exciting wines," Cecchetti says, "each indicative of the style of the particular varietal."

He points out how their Sonoma County cabernet sauvignon exudes the "rich, bell peppery" cabernet varietal typical of the type grown in the Alexander Valley.

Cecchetti-Sebastiani chardonnay and sauvignon blanc are produced from Napa Valley grapes, while their pinot noir is composed of grapes grown in California's Central Coast region.

PRODUCTION IS presently set at 12,000 cases a year. The wines are sold in 40 states. The wines are custom crushed at a number of different wineries, while all bottling takes place at Valley of the Moon Winery, Glen Ellen. (Cecchetti indicated that plans are in the works to build a cellar facility here.)

Both Cecchetti and Sebastiani possess rich family heritages; Cecchetti's uncle is involved in the wine business in Italy and Sebastiani represents the third generation of the family-owned Sebastiani Vineyards, of which he now serves as chairman of the board and chief executive officer.

Cecchetti acknowledges that the Cecchetti-Sebastiani operation was primarily a vehicle to get his politician brother-in-law back in the wine business. "Don was out of the wine business at the time, and he wanted to get back in," he says. "So he came to me and asked if I would want to get involved in this venture."

CECCHETTI PREVIOUSLY worked in the business of finance



Photo by Richard Ammon

(L to R) DON AND NANCY SEBASTIANI AND ROY AND RACHAEL CECCHETTI

with Charles Schwab & Co., San Francisco. A graduate of the University of Santa Clara, Cecchetti also at one time worked for the Bertoli wine and olive oil firm.

Cecchetti-Sebastiani also plans to complement its excellent selection of varietal wines with the marketing of quality food products. "Being from a winemaking family," writes Sebastiani, "I think my interest in wine has always been in my blood, most

notably, the wine and food connection."

Due out soon is Cecchetti-Sebastiani's first cold pressed extra virgin olive oil from Italy's famed Tuscany region. Cecchetti's family in Italy is assisting in the olive oil end of the business. In the future, C-S Cellars also plans to further expand its premium food line, marketing other Italian products like vinegar, gourmet mushrooms and pesto sauces.

Be it food or wine, "highest qual-

ity" will also be highest priority at Cecchetti-Sebastiani. Sebastiani writes: "I would like to be remembered for bringing to Sonoma a small but excellent wine venture that adds to the belief that the Sonoma Valley is home to the finest wines of the world."

For more information about Cecchetti-Sebastiani, write: P.O. Box 1607, Sonoma, CA 95476 or call 996-VINE.

Dress to impress with...

jerri *B* large sizes

the most tempting fashions available for sizes 14-46



Downtown Napa—1034 Clinton
at Main—Phone 255-9210





Just what you wanted to say....

- Cards for every occasion
- Complete gift line
- Wedding invitations and accessories

Crown Hallmark Shop
The Marketplace, Sonoma 996-1546

Hours: M-F 9:30-6; Sat. 9:30-6;
Thurs. 9:30-9; Sun. 11-5

HACIENDA
1984 SONOMA COUNTY

Chardonnay
CLAIR de LUNE

1000 Vineyard Lane, (707) 938-3220
P.O. Box 416, Sonoma, California 95476

Tasting Room **Wine Garden** Picnic facilities
Open 10-5 daily overlooking vineyard and pond

Coturri family won't break natural flow of their wine

By John P. Lynch

Index-Tribune Managing Editor

The Coturri family insists it is trying to carry on a tradition — not break it — in producing wines that are “natural,” free of any chemical additives.

When they released their first H. Coturri & Sons wines in 1979, many viewed the “natural” products as a radical break from conventional winemaking practices, which generally include the use of some kind of chemical supplement.

Co-owner/winemaker Tony Coturri sees it as getting back to basics. “We feel we are making a very traditional style of wine, carrying on a tradition of winemaking that includes no chemicals,” said Coturri, now 37.

The tiny, modest Coturri winery is tucked in the shadows of Sonoma Mountain above Glen Ellen. Coturri and his brother Phil, 34, are partners in the family-owned business along with their father, Harry, now retired, and family friend, Dan Parun.

The winery produces small quantities (a couple of thousand cases a year) of rich, luscious zinfandel and cabernet sauvignon, produced from grapes grown in Sonoma Valley.

THE SEDUCTIVE Coturri reds have been a huge hit on the East Coast and are gaining in popularity out West.

The Coturris’ sense of tradition extends beyond a particular style of winemaking; family heritage plays a significant role as well. Tony and Phil’s grandfathers, Enrico Coturri, who emigrated from Tuscany in Italy, and Richard Kopke, a native San Franciscan, were fervent home winemakers.

Kopke had the distinction of being the first president of a newly established coopers’ union in San Francisco. Harry Coturri also made his own wine, and his love of the grape and the wine country lured him to



TONY AND NICKY COTURRI AND DAN PARUN

Photo by Richard Ammon

Sonoma Valley in 1964. Later, he planted some zinfandel vines on his Sonoma Mountain property.

By 1976, Harry and his sons got the itch to go commercial with their wine hobby. But a local county zoning plan was still being developed, and it wasn't until 1979 that the family was able to obtain the necessary permits and get their winery bonded.

“We were very naive. We thought it would just take a year and we would be established,” Tony said, convinced that, if he could travel through time and go back and do it all over again, he would have built a 5-10 year marketing plan into the winery. “You can make the best wine in the world, but unless you get it marketed, it doesn't matter.”

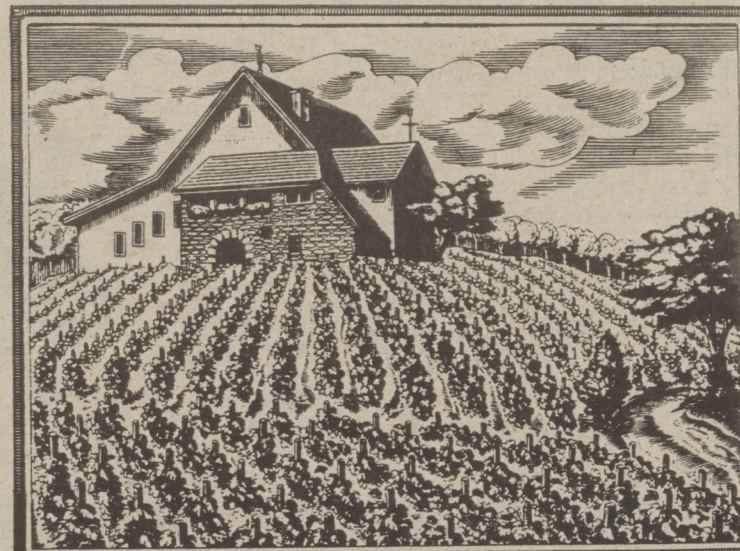
THE IDEA OF a very small wine operation trying to push as many as six different novel, albeit “natural,” wines on a highly competitive wine market just didn't work. The Coturris phased out their white wines, whites not being as conducive to the “natural” winemaking process as red wines and have been concentrating all of their efforts on producing zinfandel and cabernet.

It was, after all, a desire to showcase those flavorful chemical-free wines that prompted the the Coturris to take a shot at the wine business in the first place. “We were looking around 1974 or '75 at the different styles of wines being made,” recalled Coturri, “and there were no wines being made like ours. We found a niche for ourselves.”

And the Coturris are not apt to break tradition. “We want to carry

on a tradition of winemaking where wine is seen as an adjunct to food, a healthy thing to be drinking. We want to put a product out there that people can say, ‘Yeah, this wine is pure’.”

There are no public tastings or tours at H. Coturri & Sons Winery. For more information write P.O. Box 396, Glen Ellen, CA 95442 or phone 996-6247.



Compliments of

Hanzell

VINEYARDS

18596 LOMITA AVE., SONOMA, CA. 95476

Gourmet Espresso Coffees & Local Wines

- Freshly prepared lunch entrees
- Homemade soups
- Creative salads
- Unique and special desserts



In Sonoma
Just off the Plaza
140 E. Napa
Mon.-Sat. 9-5
Sunday 10-6

Phone ahead for items to take out
(707) 996-5559

Retired executive starts Fallenleaf Winery as a hobby

By John P. Lynch

Index-Tribune Managing Editor

There is the oft-expressed view that the majority of people in the work force are basically unhappy with their jobs — that most people, in fact, hate whatever it is they choose to call their occupation.

Perhaps that is why it is so refreshing to hear about a guy who started a new business for the pure enjoyment of it.

Such is the case with Harry Cohn, proprietor of one of Sonoma Valley's newest wine operations, Fallenleaf Vineyards.

A retired senior executive of the famed Levi-Strauss company, Cohn established Fallenleaf last year, harvesting grapes from his 16-acre vineyard at the George Ranch and custom crushing them at Bouchaine Winery in the Napa Carneros.

"It's a hobby — for enjoyment and pleasure," says Cohn, a Hillsborough resident, who in 1981 purchased 28 acres of property in the exclusive George Ranch on the west side of Sonoma Valley.

COHN WAS ASSOCIATED with Levi-Strauss in San Francisco for 37 years, retiring in 1985. He was president of the menswear division and served on the clothing company's board of directors.



HARRY COHN

Photo by Richard Ammon

It didn't take long for Fallenleaf to make itself known in wine circles; its very first release, 1986 Sonoma Valley sauvignon blanc, won a silver medal at this year's California State Fair wine judging, and a bronze medal at the Orange County Fair.

"I'm looking to do a real fine premium wine ... produce the finest quality I can," says Cohn, who is not

having too hard of a time convincing the wine critics.

Fallenleaf turned out 960 cases of sauvignon blanc and 650 cases of chardonnay last year, produced exclusively from Cohn's estate vineyards at the George Ranch. Ultimately, he says the vineyard will be able to provide about 4,000 cases of wine annually. The first Fallenleaf

chardonnay is due out this winter. The sauvignon blanc retails for \$7.50; the chardonnay will probably sell for around \$10.50 a bottle.

Bouchaine winemaker John Montero has been instrumental in cultivating the wines' early success. Credit is also due Fallenleaf Vineyards Manager Frank Taylor. "It's a well taken care of vineyard. He (Taylor) watches over it every day," Cohn praises.

Cohn says he has a permit to build a small winery on his George Ranch acreage, but he's in no hurry. "I want to get my feet wet first, get some experience," he explains.

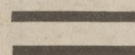
A native of Germany, he and his family came to the U.S. in 1940. They settled in San Francisco, moving to the peninsula in the late 1950s.

A RESIDENT OF Hillsborough since 1963, Cohn, recently widowed, plans to construct a home at the George Ranch one day. He loves Sonoma Valley as much as winemaking.

"I wanted to do something up here. I love winemaking and wines so I combined the two," he says.

The two have combined for a labor of love already sprouting success in the vineyards of Fallenleaf.

For more information about Fallenleaf Vineyards, phone 996-1452.



Gundlach-Bundschu reminds you to please patronize the wine lists of Sonoma Valley Restaurants. The frequent enjoyment of our Valley's wines contributes to the preservation of the vineyards and other open spaces which we all so highly prize. Thank you.



SONOMA VALLEY
WINERY SINCE 1858

GUNDLACH
BUNDSCHU

2000 DENMARK ST.
VINEBURG

Gloria Ferrer owners have sparkling wine roots in Spain

By Francis Brofos

Index-Tribune Guest Writer

Asked if they would do it again, the two Spaniards from Catalan, Pedro Ferrer and his father, Jose Ferrer smiled in unison, "Yes, we would make the investment again. We are very pleased with the results of our first year's operation and are already discussing a small expansion."

The gentlemen were, of course, referring to their new winery, named after Jose Ferrer's wife Gloria Ferrer, and headed by their son, Pedro, who developed the project.

The Ferrer family has been in the wine trade for six centuries. Their firm, Freixenet (Fresh-e-net) dates back to the 13th century. The name is a derivative of La Freixeneda, which literally means a place where ash trees grow, and was the family's first homestead in the town of San Sadurni de Noya, which lies nestled in the verdant hills west of Barcelona.

PEDRO WAS RAISED in the world of sparkling wine. Among his fondest memories are the times his grandmother would take him to the cellars before breakfast to taste from each barrel. "Your taste buds are unspoiled before eating," she would say.

That was years ago back in San Sadurni de Noya, in one of Spain's oldest wine producing regions. Nearly as much sparkling wine is made here as in the Champagne district of France. Due to an aggressive expansion program, Freixenet is now the largest producer of *methode champenoise* (known as *cava* in Spanish) wines in the world, and represents 40 percent of all Spanish production of such wine.

Today, pursuing a farsighted expansion of the family's wine business, Pedro, 29, is president of Gloria Ferrer Champagne Caves, an \$11.5 million project he spearheaded in the Carneros district of Schellville, just west of Highway 121. "It is our largest investment outside



PEDRO AND JOSE FERRER

Photo by Richard Ammon

Spain," said Pedro proudly, but added, "it was a major effort for our family to put together the private financing needed to establish this facility in Sonoma."

He was equally proud to note that the new winery is the only Spanish land investment in Northern California since the Franciscan padres established missions in the late 1700s and early 1800s. And as such it is the first Spanish development in Sonoma since Mission San Francisco de Solano was built on the Plaza in 1823.

WITH AMERICANS popping corks and sending national sparkling wine sales soaring, Pedro pays attention to his initial 35,000 cases production. He is deeply involved in all aspects of marketing, production and finance at Gloria Ferrer. "I spent eight months in Sonoma last year," he says, "and my family and I plan to be here even more this year. We have rented a house and like it very

much," he added. He and his charming wife Begoña have a 2-year-old son, Joseph, named after his grandfather as is tradition in Catalan.

They all spent a well-earned vacation on Spain's Costa del Sol this summer.

Pedro was schooled both in Spain and the United States. He received his degree in economics from the University of Barcelona, then studied viticulture and enology in Madrid while working for the Freixenet sales office there. He also attended the University of California at Davis to prepare to supervise the U.S. operation.

Jose Ferrer is head of Freixenet in Spain as well as chairman of the Sonoma winery. He is the second son of Pedro Ferrer Bosch, who along with his oldest son was kidnapped and killed during the Spanish Civil War. After their deaths, Pedro's widow, Dolores continued to run the company until 1979. In her honor, the Mexican sparkling wine facility to be opened this year by Freixenet will be named Dona Dolores.

In Spain, Jose Ferrer likes to breed horses and ride, when not running the family wine business. "My wife Gloria and I also enjoy the opera and concerts in Barcelona," he says. "And we come to Sonoma twice a year," he added.

The winery, located at 23555 Highway 121, Schellville, has tours every hour starting at 11 a.m. The tasting room is open from 10:30 a.m. to 5 p.m. For more information call 996-7256.



ESTATE BOTTLED WINES

Tasting Room Open 11-5 Daily
Food and Wine Pairings on Weekends
Holiday Gift Baskets Available

HAYWOOD

HAYWOOD WINERY, 18701 GEHRICKE ROAD
SONOMA, CALIFORNIA 95476 (707) 996-4298

1 1/2 miles NE of Sonoma Town Square

Fine French Dining

L'Espérance

Lunch & Dinner served
Tuesday thru Saturday
Sunday Brunch & Dinner

Fully Air Conditioned
Your Hosts: Bob & Karl
For reservations:
(707) 996-2757

464 First St. East
(behind Sonoma French Bakery) Sonoma

Glen Ellen Winery's start blamed on 'middle-age crisis'

By John P. Lynch

Index-Tribune Managing Editor

In the short span of seven years, it seems like Bruno Benziger has been able to accomplish more than any man could ever dream of achieving with his family-owned and operated Glen Ellen Winery and Vineyards. He has, as they say, done it all.

His "White Label" or "Estate" wines shocked the wine world, winning rave reviews and an unprecedented number of medals, highlighted by two Sonoma County Harvest Fair Sweepstakes award for "best of show." In 1982, his wines finished one, two in the Harvest Fair Sweepstakes balloting.

Benziger followed that up by introducing his "Proprietor's Reserve" series, the celebrated "affordable" wines — remarkable \$3.99 chardonnays and cabernet sauvignons which tasted like their \$10 and \$12 brother and sister.

He saw the grapes from his estate vineyards flourish and be transformed into medal-winning varietal wines.

He has been able to upgrade and expand his winery facilities, boost production to in excess of 100,000 cases a year, open a tasting room, distribute his wines nationwide, yet all the while maintain that dependable quality — and gobble up every medal in sight.

LEAVE IT TO THE incorrigible Benziger to blame it all on what he called a "middle-age crisis."

Benziger explains, "After 30 years in the same business, I suppose you need a change in life."

He was referring to his lengthy tenure with the prominent East Coast wine and spirits import firm — Park, Benziger & Co. — and what motivated him to step away from it and head west to California and a life of wine.

In California, his eldest son, Mike Benziger, scouted out a precious piece of land off of London Ranch Road, a dreamy hamlet of redwood groves and terraced vineyards



BRUNO BENZIGER

tucked away in the rolling foothills of Sonoma Mountain just below Jack London State Historic Park.

The site became the birthplace in 1980 of Glen Ellen Winery and Vineyards, as virtually the entire Benziger family — Bruno, his wife Helen, most of their seven children, wives, grandkids, dogs, cats, etc. — left their native New York and descended on Sonoma Valley. The place hasn't been quite the same since.

While each family member plays a key role in the business, the winery principals are Bruno, Mike, Bob, Joey and Gerard Benziger. Mike is the Glen Ellen winemaker and vineyard wizard, who, in a relatively short period of time, has managed to tally a pair of Sonoma County winemaker of the year honors.

ALTHOUGH GLEN ELLEN has undergone many changes over the years, the patriarch of the family wine enterprise says the philosophy there remains unchanged. "We think we make good quality wines at very affordable prices," Benziger asserts. "The Proprietor's Reserve wines are very drinkable, very affordable. Our 'White Label' or Estate wines make damn good wines from our grapes, as well as from our neighbors' vineyards in the (Sonoma) Valley, which we feel we market at affordable prices also."

The Estate varietals include Glen

Ellen's highly successful sauvignon blanc and fume blanc, as well as chardonnay, pinot blanc, semillon, cabernet sauvignon, zinfandel and muscat canelli. The Proprietor's Reserve selection is comprised of chardonnay, cabernet, white zinfandel, merlot, select dry white, white and red table wines. A sauvignon blanc is being added to the Proprietor's Reserve line. Glen Ellen is also toying with the idea of producing a champagne.

Mid-life crises aside, Benziger's emergence as a pre-eminent innovator in the wine industry was really an extension of something he had been doing all his life. During his many years with Park, Benziger & Co., he had worked with wines extensively, handling imports as well as some California brand names.

"I've been in it all my life, and no, I don't think I would make any changes," he answers quickly.

"I think everything has worked out pretty well."

That's an understatement.

Located at 1883 London Ranch Road in Glen Ellen, the tasting room is open 10 a.m. to 4 p.m. daily. Self-guided tours are offered. For more information phone 996-1066.

"Dedicated to the enjoyment of health & well-being"



- Massage
- Acupuncture
- Hypnotherapy

Call 996-9655
to make an appointment

• Across from the Plaza
Located upstairs at the El Paseo de Sonoma



SMOTHERS BROS.

W I N E S

Visit our tasting room and sample our award-winning wines while browsing in our gift shop.

OPEN DAILY
10:00-4:30

Corner of Hwy. 12
Warm Springs Rd.
Kenwood
(707)833-1010

Old-Fashioned Quality, Prices & Service



Sonoma Market

Open daily 7 a.m.-9 p.m.
520 W. Napa, Sonoma 996-3411

Shone's Country Store Downing's Market
13750 Arnold Dr., Glen Ellen Corner of Bay & Laurel
996-6728 El Verano 938-4175

Grand Cru owner rises from bread baron to wine lord

By John P. Lynch

Index-Tribune Managing Editor

The resumes are piling up on your desk so high that pretty soon your brain begins to go soft; suddenly you find yourself building goal posts out of the stacks of papers and kicking the kid's bean bag football between them.

The secretary begins to get worried; your employees are starting to talk.

If you were the president of a winery, and you were tearing your hair out sifting through endless reams of resumes, trying to find the right person to manage the business, you'd be relieved to find Walt Dreyer's application. Your worries would be over.

It's hard to imagine anyone with better qualifications. But Dreyer's already spoken for. He owns and operates his own winery, Grand Cru Vineyards in Glen Ellen.

It comes as no surprise that Dreyer tumbled into the wine business. He earned his college degree in economics and geography from Stanford after which time he spent two years in the military.

HE WENT TO work for the Oroweat baking company for 20 years, serving in a wide variety of capacities, from "flunky," as he put it, up to senior vice-president/western regional manager. The latter position, in which he was responsible for \$250 million in bakery sales from eight operating companies west of the Mississippi, Dreyer learned about business management and agricultural commodities on the international market.

He also had family vineyards in the San Joaquin Valley and sold the grapes to jug wineries.

Finally, and most importantly, Dreyer and his wife, Tina, simply loved wine and were ardent home winemakers for many years.

The stage was set. When the prospect of a company transfer failed to excite him, Dreyer began planning a career change. "I was going to have to move to the East Coast," Dreyer says, in recalling that turning point in his life.

Determined to stay west, the Dreyers in 1978 launched a search that would lead them to inspect more than 50 different winery properties for potential investment opportunities. In 1980, the shopping spree ended in Sonoma Valley where they purchased Grand Cru Vineyards. Dreyer left Oroweat in 1983 to take over full-time management of the winery.

"THERE ARE A lot of similarities between managing small businesses, be they bakeries or wineries," he explained. "Every day there's a new challenge when you start with a small company. Any kind of growth brings rewards, a feeling of accomplishment."



WALT AND TINA DREYER

Photo by Richard Ammon

To say the Dreyers are driven would be an understatement. Husband and wife truly enjoy working together, Walt as president/manager, and Tina as vice-president and director of public relations, tasting room, hospitality and mailing lists.

Under the craftsmanship of winemaker Bob Magnani, Grand Cru has already established itself as one of the state's most prodigious small wineries. Together, the Dreyers have helped enhance Grand Cru's commitment to product excellence.

"What we want to be known for — what we are known for — is making premium table wines that taste like the grapes from which they are made," explained Dreyer, a past president of the Sonoma Valley Vintners Association.

Grand Cru has built its reputation on creating delicate white wines like sauvignon blanc, gewürztraminer and dry chenin blanc. The winery has focused much of its efforts on sauvignon blanc, an outstanding wine produced from lots grown in several different vineyards. The winery also produces three full-flavored cabernets, plus zinfandel, white zinfandel, select late harvest gewurz-

traminer and two generic table wines, red and white Vin Maison.

MAGNANI AND OTHERS at Grand Cru have no doubt grown weary of hearing the oft asked question: "When are you guys going to start making chardonnay?" The end of the long holdout is in sight, as the winery plans to crush a small amount of chardonnay this year.

"We've just been busy producing other items... we felt we didn't bring that much to the party with chardonnay," Dreyer states, when asked about chardonnay's conspicuous absence from the Grand Cru cellars.

The Dreyers seem comfortable in the wine business; "The only thing I miss for a big corporation is the monthly pay check," he remarks.

"If I had a wish, I wish there was more time and clones of us, so we could travel more and develop more business, maintain a steady growth."

A clone of a person with Dreyer's background would surely delight a try.

Grand Cru Vineyards is located off of Henno Road, adjacent to Dunbar School, at 1 Vintage Lane, Glen Ellen. The tasting room is open 10 a.m. to 5 p.m. daily. Self-guided tours are available. For more information phone 996-8100.



Edelweiss Bar & Restaurant

*"A reputation for fine food
and generous servings!"*



**Executive Chef and Owner
Hans J. Lenz, formerly of
the Hotel St. Francis, San Francisco**

Our menu is composed of European and International dishes that have been consistently requested throughout our years in the valley. By popular demand we continue to offer new entrees that will intrigue and delight your palate. Your dining is enhanced by attentive and courteous service.

Lunch 11:30 a.m. - 3 p.m. Mon.-Wed., Thur., Fri.
Dinner 5 p.m. - 10 p.m.

Early Birds: Early Evening 5-7 p.m. • Full Bar
Private banquet facilities for parties of 20-60 people

Closed Tuesdays

15 Boyes Blvd., Boyes Hot Springs
(Across from the Sonoma Mission Inn Hotel)
Please call for reservations: (707) 996-7979

Subscribe to

The Sonoma Index-Tribune

\$22 a year 938-2111

Gundlach-Bundschu owner's sobering story

By John P. Lynch

Index-Tribune Managing Editor

A sobering recommendation and a drunken notion on a wild Halloween night brought about the resurrection of Sonoma Valley's historic Gundlach-Bundschu Winery.

Jim Bundschu, winery owner, recalls: "My father said, 'if you want to continue making a living with grapes, I advise you to start a winery.' That, and our drunken notions of making a good wine is what started it."

In 1973, the long-dormant, century-old winery on the Bundschu family Rhinefarm in Vineburg was unearthed, and the new age Gundlach-Bundschu was born.

That year, 750 cases of zinfandel were produced. Today, Gundlach-Bundschu Winery has blossomed into a highly successful 40,000 cases a year business, featuring award-winning wines like cabernet sauvignon, gewürztraminer, Sonoma riesling, kleinberger, pinot noir, merlot, chardonnay, Sonoma white and Sonoma red, and, of course, zinfandel. All are produced from Sonoma Valley grapes. The winery is a consistent medal-winner and earns critical acclaim from a number of wine authorities.

Its endless list of accomplishments includes a Sweepstakes award garnered at the Sonoma County Harvest Fair.

EXCEPT FOR SOME modern improvements in the winery and now well-established reputation for premium winemaking, little else has changed at Gundlach-Bundschu. The spirit of informality and fun, which helped spawn a new beginning on that memorable Halloween night over a decade ago, remains intact.

When asked if he would do anything differently if he had the chance to do it all over again, Bundschu, who represents the fifth generation in the family wine business, cracks, "We probably would have started a tank of tequila on the side."

What intrigues him the most about the wine business, he asserts, is the never-ending challenge to produce the finest wines, meeting all of those interesting people and "putting up with (winemaker) Lance Cutler."

Gundlach-Bundschu is as rich in family heritage as it is in humor. Each generation of the family has succeeded the other in managing the Rhinefarm Vineyards estate, which now totals 350 acres.

Jacob Gundlach founded the winery and vineyards in 1858. Charles Bundschu became involved in the operation, succeeded by Walter Bundschu, who had the winery business up and running until Prohibition. Walter continued the vineyard part of the business until Jim's father, Towle Bundschu, succeeded him.

"NO ONE DRANK wine then, so he (Towle) continued it as a vine-



JIM BUNDSCHU

Photo by Richard Ammon

yard business," explained Jim, referring to that pre-wine boom period when his father ran the Rhinefarm. Jim joined the family grape growing enterprise after graduating from U.C. Berkeley in 1965.

The Rhinefarm also produced pears for many years. When the number of canneries began to dwindle, and the orchard products took a tumble in popularity, the Bundschus were left to contemplate their large acreages of grapes.

Fortunately, by that time the public was beginning to take an interest in wine. The family's long-held appreciation of wine — they were home winemakers for many years — and a desire to maintain their vineyard holdings elicited some fatherly advice, and soon, the Gundlach-Bundschu wine show was back on the road.

Jim Bundschu, along with his brother-in-laws, John Merritt and Barney Fernandez, joined forces to revive the winery. They constructed a new winery within the confines of the original one. Merritt eventually left to become the winemaker and manager at Bandiera Winery in Cloverdale, while Fernandez went on to

direct vineyard operations for other wineries, including Sonoma Valley's Chateau St. Jean.

Lance Cutler took over as Bundschu's winemaker, right hand man and partner in crime. "He (Lance) and I have the same philosophy: We want to produce the finest wines we possibly can from Rhinefarm Vineyards," Bundschu explains. "The vineyards have a tremendous track record." For years it was the source of grapes for wineries like Sebastiani, Inglenook and Louis Martini.

ALONG WITH THE aura of good humor and shameless commitment to having a good time, there is something else which seems everlasting at Gundlach-Bundschu Winery: the pride and respect for its family vineyards.

"We have as many chances as any California winery to become world famous," Bundschu says convincingly, "and probably more so because of the Rhinefarm."

Located at 2000 Denmark Street in Vineburg, the Gundlach-Bundschu tasting room is open 11 a.m. to 4:30 p.m. daily. For more information phone 938-5277.



The Worlds largest Turkey
Breeding Organization

"A Community minded
company since 1939"

19449 Riverside Drive
P.O. Box Y - Sonoma
938-1111

SONOMA



A
Wonderful
Place

A Hundred
Years Away

Step back into a romantic period of California history. 17 rooms filled with polished antiques and thoughtful touches. Classic California cuisine in antique Victorian parlors or garden patio. Cocktails at a century-old mahogany bar.

Accommodations
Brunch • Lunch • Dinner

On the Plaza
110 West Spain St. • 707-996-2996

Hacienda owner finds wine business is more personal

By John P. Lynch

Index-Tribune Managing Editor

Crawford Cooley seemed destined to one day have his own winery; he had a degree in economics from Stanford University, became a partner in the first Peninsula venture capital firm and was familiar with grape farming, having spent part of his life on the family vineyard ranch in northern Sonoma County.

But there was one thing he wasn't prepared for when he purchased Sonoma Valley's Hacienda Winery in 1976. "When I bought it, I expected I would run it like the venture capital firm," recalls Cooley. "But I found that the wine business is very personal — people want to meet the people directly involved in it. There's a strong sense of family. And I've enjoyed that."

As owner and president, Cooley heads one of Sonoma's most popular wineries, known not only for producing wines of consistent high quality but for its ambience as well.

Hacienda's wine garden is a spectacular panorama of rustic picnic benches, sprawling oaks set atop a grassy knoll, glistening country lake and majestic vineyards which seem to glow and stretch into infinity. Many visitors and local residents



Photo by Richard Ammon

A. CRAWFORD COOLEY

alike find it the ideal place for the wine country picnic.

The property was purchased in 1940 by veteran Sonoma wineman and United Press International (UPI) exec, Frank Bartholomew. Bartholomew owned and operated the neighboring Buena Vista Winery

from 1942-1968 before establishing Hacienda Wine Cellars in 1973.

THE SPANISH-MONTEREY style structure which houses the winery and offices was built in 1926 by the State of California and used as an infirmary for delinquent girls. Later, it became the Sonoma Valley District Hospital, spawning a generation of people who would boast of being "born in a winery." It then operated as a convalescent hospital before being transformed into a winery.

In 1976, Cooley learned of the ownership opportunities at Hacienda through his father, who for many years worked as Bartholomew's attorney. Cooley's commitment to keeping the winery small while concentrating on quality quickly earned Hacienda a reputation as one of California's leading producers of premium varietal wines. Consistency is a Hacienda hallmark, as evidenced by the number of medals it receives at wine judgments every year.

"Quality wine at a fair price, wines which people typify as elegant and good accompaniment with food" is how Cooley capsulizes Hacienda's winemaking philosophy. The wine-making responsibility is now in the capable hands of 26-year-old Eric

Laumann, an honors graduate of the esteemed UC Davis enology program. Laumann, for over a year, worked as assistant winemaker under long-time Hacienda winemaker Steve MacRostie.

Hacienda makes chardonnay (the celebrated "Clair du Lune"), gewurztraminer, sauvignon blanc, late harvest johannisberg riesling, dry chenin blanc, cabernet sauvignon, zinfandel, pinot noir, red and white table wines and vintage port.

Hacienda obtains its grapes from a number of Sonoma County vineyards, including varieties grown on the winery estate, as well as those cultivated at the Cooley family's Cloverdale ranch. Established in 1860s by Cooley's great-grandfather, the 65 acres of vines continue to be a part of a rich family tradition — which now includes the proud ownership of one of California's most respected and romantic wineries.

The Hacienda tasting room is open 10 a.m. to 5 p.m. daily. Tours are by appointment only. The winery is located at 1000 Vineyard Lane, a private road at the end of Castle Road only a mile and a half east of the Sonoma Plaza. For more information call 938-3220.

Cabaret

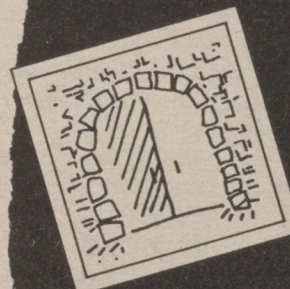
SAUVIGNON

SONOMA'S PREMIUM NIGHTCLUB

ON THE PLAZA • ABOVE SEBASTIANI THEATER • 996-3600

Stop by for a tasting of Sonoma's premium cabaret nightclub above the Sebastiani Theater on the Plaza. An exciting variety of entertainment includes live music by local and national recording artists performing rock n' roll, rhythm and blues, jazz, country, dixieland and the big band sound for your dancing pleasure. The jokes are on us on comedy night and the hottest music videos and major sporting events become larger than life on the giant video screen. We welcome you to Sonoma and invite you to stop by for a taste of what's happening at the Cabaret Sauvignon.

Attitude Adjustments 5:00-8:00



*Enchanting . . .
The European charm
of Buena Vista's 130-
year-old Presshouse*

*Taste . . .
award winning
vintage-dated wines.*

*Explore . . .
the limestone caves on
a self-guided tour.*

*Relax . . .
in our shady,
creekside picnic area.*

*The complete wine
country experience.*

Buena Vista
California's Oldest Premium Winery

18000 OLD WINERY RD., SONOMA, CA 95476
ONE MILE FROM SONOMA PLAZA 707-938-1266

He found fulfillment in the 'magical' winemaking art

By John P. Lynch

Index-Tribune Managing Editor

Bob Sessions felt that life's dream was eluding him. Then he discovered something he called magic — the magic of winemaking.

Sessions left the campus of UC Berkeley in the late fifties with a bachelor of arts degree and an ambition of becoming society's quintessential humanitarian — "Make some kind of contribution ... something that would be idealistic," as he put it.

Which partially explains why this driven college English major instead wound up being just a damn good winemaker.

Intrigued by the transformation of fruit into wine, and spurred by a desire for perfection, Sessions has become one of the most gifted winemakers around. And it makes sense that he landed at Sonoma Valley's Hanzell Vineyards, a unique little winery that revolutionized California winemaking back in the 1950s.

It was the "magic" of winemaking that attracted Sessions, Hanzell's general manager and winemaker, to the industry. "The fact that there's a crop out there which goes through a cycle of planting, pruning, picking and then making wine out of it — that grabs you," he said. "It's a magical thing really."

THE FACT THAT Hanzell is committed to staying small (2,500 cases of wine produced annually) and sticking with just three varietals (chardonnay, pinot noir and cabernet sauvignon) allows Sessions to be directly involved in and oversee all aspects of production. He particularly likes the farming end of it, taking great satisfaction in nurturing the estate-grown varieties — the only grapes used to make Hanzell wines — along their magic cycle.

He terms his introduction and orientation to winemaking "a tremendous stroke of luck." Friends sicked the winemaking bug on him, taught him the "magic" and helped him land his first winemaking job. The bug bit him. He received no formal training, but learned on-the-job, took short courses in winemaking and immersed himself in exhaustive reading and research.

His first job was at Mayacamas Vineyards in Napa Valley. He soon became winemaker and worked there for seven years. Later, he served as winemaker at another Napa winery, (at what is now Rutherford Hill).

In 1975, he learned through a friend, Sonoma resident Brad Webb, that a job was available at Hanzell Vineyards. Webb was Hanzell's first winemaker under founder James D. Zellerbach, prominent financiers and



Photo by Richard Ammon
HANZELL'S BOB SESSIONS

U.S. Ambassador to Italy, who established the French-style winery high in the hills above Sonoma in 1952.

In the serenity of the sun-drenched, mountain-top vineyards and cool, quiet halls of the chateau winery, Sessions has experienced great success in crafting wines of exemplary quality, wines that are marketed quietly through a mailing list of faithful customers and are quickly snatched off the shelves of the select

stores in which they are sold.

THE TRADITION of excellence started with Zellerbach, who was viewed as an innovator, even something of a revolutionary, in California wine circles, when he began importing barrels from France in the 1950s instead of using the customary American oak barrels for aging. Gradually, more and more California winemakers followed his lead, realizing the virtues of French oak in creating wines of finesses and complexity.

"We want everyone of our wines to be a great wine. We really strive for that," said Sessions, matter-of-factly. "We're not trying for something that is somebody else's idea." He strives to capture the "strong varietal statement" of his mountain-grown grapes. "We like our wines to be full-bodied, rich, with a long finish," he explained. "We always like to see that potential."

And Sessions appears to have realized his potential as a world class contributor to the society of wine.

Hanzell Vineyards is owned by Barbara de Brye (who politely declined to be interviewed for this series of Vintage Festival articles in the winery owners of Sonoma Valley).

Visits to Hanzell Vineyards are by appointment only. Phone 996-3860.



(L) Marty Lee, (C) John Sheela (R) Mike Lee

KENWOOD VINEYARDS

Kenwood Vineyards began in 1970 when six wine enthusiasts acquired the historic 1906 Pagani Brothers Winery.

Kenwood is guided on a daily basis by three active owners, with Mike Lee responsible for winemaking, brother Marty Lee for marketing, and John Sheela, their brother-in-law, heading up finance and planning.

Since 1970, due to the dedication of a knowledgeable staff, Kenwood Vineyards has become a well-known producer of fine premium wines.

Approximately 25% of the grapes used for their wine production comes from their own vineyard while the remaining 75% is selectively purchased from several Sonoma Valley growers. Kenwood Vineyards has established a reputation for choosing their vineyards carefully, as exemplified by vineyards such as the Jack London Vineyard and the Beltane Ranch.

Concentrating on premium varietal wines, Kenwood offers wines for all discerning palates.

Come, enjoy... Our tasting room is open daily 10-4:30 and welcomes visitors.

KENWOOD VINEYARDS

Hwy. 12 • Kenwood
833-5891

Haywood's building background helped him tame hill

By John P. Lynch

Index-Tribune Managing Editor

To get an idea of what Haywood wines are all about, study the label. Consider the vineyard pruner, his cold, wet feet dug into the steep, rocky hillside of Haywood's magnificent Chamizal Vineyards above Sonoma.

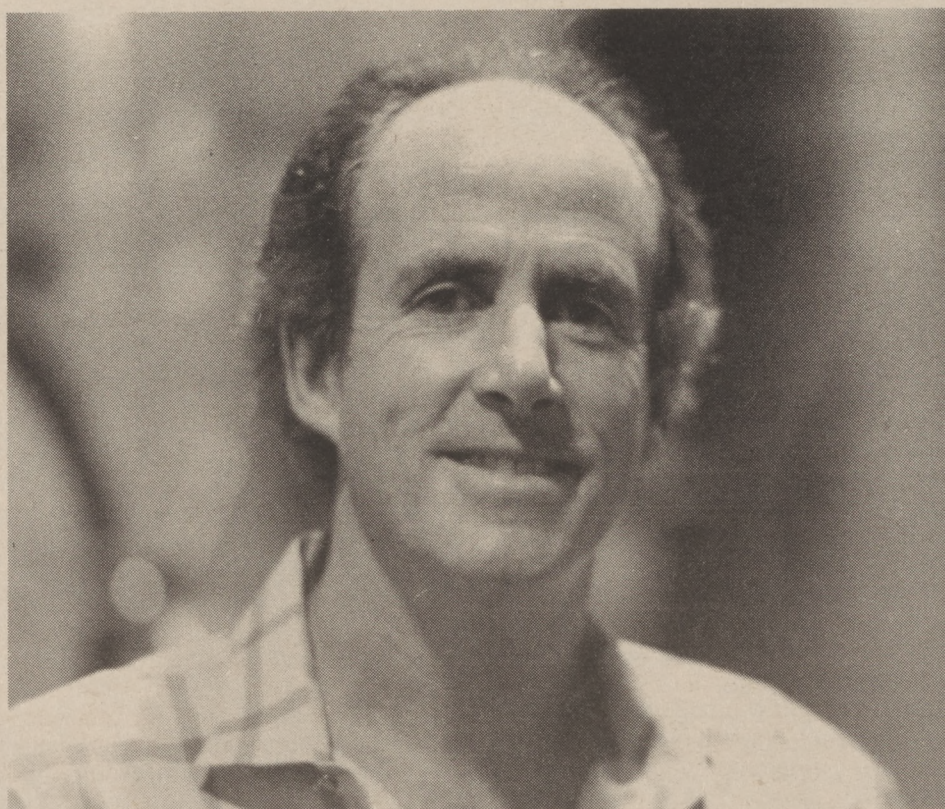
Hard work. That's what Haywood wines are all about.

"We seek not to create an image of elegance," states winery owner Peter Haywood. "Higher (wine) prices are an image of superiority and elegance, whereas we wish to deliver an honest value."

"That is what vineyard work and winemaking is: a lot of hard work and an honest, fairly-priced product."

Add "exceptional quality" to that list. No other winemaking philosophy attaches more importance to the virtues of punishing mountain grape farming than the one embraced by Haywood. The grape, it seems, is the wine.

"WE FOCUS ON our vineyards as



PETER HAYWOOD

Photo by Richard Ammon

the primary source of character in our wines," explained Haywood. "Grown in a low yield, harsh environment, the wines we make as a result are strong in varietal flavors."

A classic example is Haywood Zinfandel, a rich, robust wine brimming with the essence of spice and briar, a wine that has captured numerous medals in recent years.

Another is Haywood White Riesling, a nectar-like beauty that remains unfailingly flawless each vintage, a wine that has been a Haywood hit from the very beginning.

Haywood also produces a highly popular selection of chardonnay, fume blanc, gewurztraminer, cabernet sauvignon and two generic table wines — Linguini White and Spaghetti Red. The winery crushes between 250 and 300 tons of grapes annually.

A Marin County general contractor and developer for many years, Haywood decided in the early 1970s to try his hand at developing something with a little less density than a condo project, and in 1973, purchased 300 acres of land off of Gehricke Road north of Sonoma. Calling the property "Chamizal" ("Thickets of Haywood"), Haywood and his courageous work forces began clearing, cutting and terracing the first of what would turn out to be 90 acres of rock-hard, brush-choked, snake-infested vineyard land. It took three years to finish the work, and looking at the spectacular cliff-like vineyards, one wonders how they did it so quickly.

THE GRAPES CAME into production in 1978, at which time Haywood began selling them to other wineries. He recalls: "Grape growing offered an economic base that would allow payment of expenses and taxes, and support the construction of an environment where I could raise a family. It was a more profitable type of activity as opposed to cattle ranching, dairy farming, or beet growing."

Like other growers-turned-winery owners, Haywood, impressed by the success of his grapes and driven by the charm and challenge of the wine country, founded Haywood Winery in 1980.

Of course, it wasn't all that easy. Like most of his peers, he found the winery business to be "very capital intensive. I would have made more money before I started the effort of producing wine," he says in retrospect.

But Haywood, the ex-Marine, Stanford graduate, has no regrets about his uphill journey into the mountain goat wine business.

As evidenced by the quality of wine and number of medals earned, the hard work, it seems, has been well worth it.

The Haywood tasting room, located at 18701 Gehricke Road, is open 11 a.m. to 5 p.m. daily. For more information phone 996-4298.

Robert Hunter: from banking to 'farmer'

By John P. Lynch

Index-Tribune Managing Editor

Robert Hunter goes on about his day with a very serious, intense, almost pre-occupied air about him — the portrait of the "frustrated farmer" he professes to be. It is precisely that, he says, which drove him from the business of banking and into the business of making champagne.

"I was always interested in farming," said Hunter, who established his Hunter Farms vineyards near Glen Ellen in 1973. Although he did not come from a farming family ("They were hard pavement people," Hunter says), the challenge of an agrarian livelihood always fascinated him.

The dream came to fruition in '73 when he planted about 50 acres of grapes on his newly acquired Arnold Drive property, and blossomed in 1981, when he formed a limited partnership, Sonoma Valley Cellars, for the purpose of producing champagne, sometimes referred to as sparkling wine.

Today, he is set to release his fourth vintage — 1983 Robert Hunter Brut de Noirs Sonoma Valley Sparkling Wine — a cuvee composed of two-thirds pinot noir and the rest chardonnay, pinot blanc and pinot meunier, all estate grown. He sells half of his grapes to other wineries, keeping the rest for his Brut de Noirs.

Because Hunter Farms lies in that steamy seam of Sonoma Valley

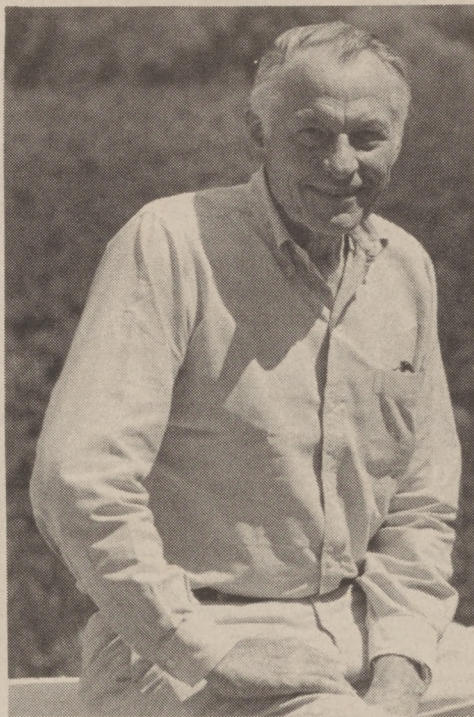


Photo by Richard Ammon
ROBERT HUNTER

known locally as the "Banana Belt," and since champagne grapes are picked at a much lower sugar than those cultivated for table wine, Hunter's fruit matures early and invariably earns the distinction of being the first harvested here each year, usually around the first of August.

WHEN HUNTER retired in 1978 after 30 years in the commercial banking business, he was already preparing for his new career. He consulted with Santa Rosa Junior

College's viticultural wizard, Rich Thomas, took courses in grape growing there and at UC Davis.

With production assistance from Chateau St. Jean's sparkling wine facility in Graton, Hunter makes his champagnes in the French tradition of methode champenoise. "We want to be recognized for making superior, premium, California-style champagne," he explained, "a (style of) creaminess which is achieved through a long period (at least 30 months of aging) on the yeast. We want forward fruitiness. And I would say the dryness we're looking for is the kind the English market prefers."

Hunter's keen attention to style and no-nonsense commitment to quality means that his annual 8,000 case production is almost always a sure sell-out. "We're on allocation now with our '82," he acknowledges.

Hunter oversees all aspects of his operation; at harvest time he is out in his sun-soaked vineyards, busily driving tractors, sorting grapes and passing buckets laden with fruit along with the rest of the crew.

"There are always time in any business when you wonder why you're where you are," Hunter says. "Other times you're awfully glad. The good outweighs the bad. But maybe tomorrow it won't," he concluded, sounding like the frustrated farmer again.

For more information about Robert Hunter sparkling wines phone 996-4257.

Kenwood Vineyards was welcome change for owners

By John P. Lynch

Index-Tribune Managing Editor

Mike Lee remembers the early days at Kenwood Vineyards, the days of antiquated redwood wine tanks, generic vineyards and jug wines. "We had no brass fittings, no oak (barrels), no nothing," he recalls.

But Lee, Kenwood winemaker who along with his father, Martin, Sr., brother Marty, brother-in-law John Sheela and partner Neil Knott purchased the winery in 1970, wouldn't have had it any other way.

"I value that (experience)," Lee said of those early challenges which allowed the winery to grow and prosper.

Now a tiny village of attractive redwood buildings and modern wine-making equipment, Kenwood has come of age. Hot off a year which saw the winery win the celebrated Sweepstakes at the Sonoma County Harvest Fair Commercial Wine

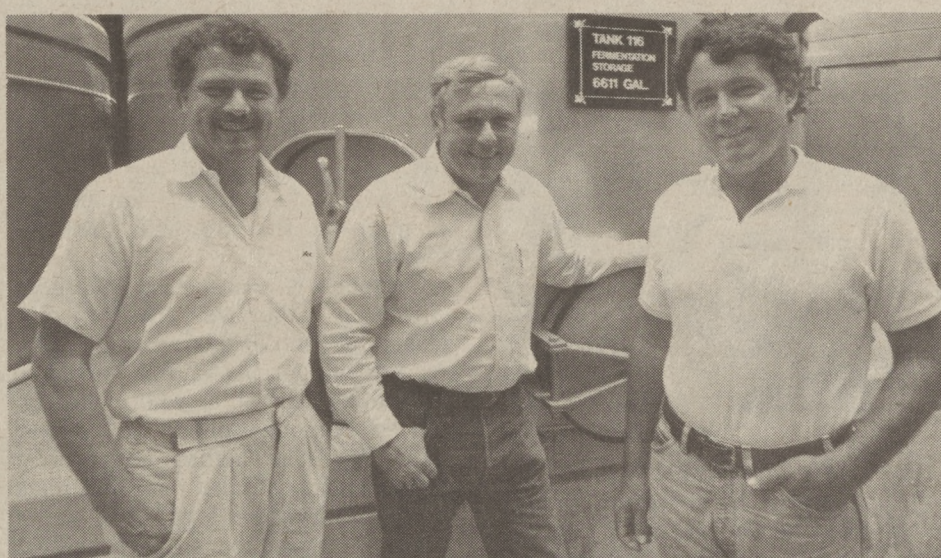


Photo by Richard Ammon

(L TO R) MARTY LEE, JOHN SHEELA AND MICHAEL LEE

Competition, Kenwood, now in its 18th vintage, continues to establish itself as one of California's foremost premium wine producers.

The Sweepstakes winner, a 1985

Sonoma County sauvignon blanc, quickly sold out — all 36,000 cases. Its 1986 successor is also experiencing brisk sales. The sauvignon success story complements the other es-

tablished Kenwood favorites, like Jack London Vineyard Cabernet Sauvignon, Beltane Ranch Chardonnay and Estate Grown Late Harvest Johannisberg Riesling.

"WE'RE TRYING TO bring out the varietal character of each wine, produce wines that are balanced and best exemplify the areas from which they came," explained the 43-year-old Lee.

In the case of Kenwood's superstar sauvignon blanc, one would need a road map to trace the grapes' various areas of origin. Finding great success with blending grapes of the same variety from several different vineyards, the '85 sauvignon blanc was composed of fruit from more than a dozen different Sonoma County locations. The '86 is a blend of sauvignon blanc berries from no less than 17 vineyards, from Cloverdale to the Carneros.

Sauvignon blanc, which comprises about 25 percent of Kenwood's overall annual production, is considered the winery's "heavy hitter" along with chardonnay, cabernet sauvignon and zinfandel, Lee said. Kenwood also produces Johannisberg riesling, gewurztraminer, dry chenin blanc, pinot noir, pinot noir blanc, white zinfandel and two generic table wines.

The wine business was a welcome change for Lee, his brother and brother-in-law. All three were working in marketing positions with large corporations — Mike with Crown-Zellerbach, Marty Lee and John Sheela with Johns-Mansville — prior to establishing Kenwood Vineyards, formerly the Pagani family winery.

"Here," said Mike, "we go from farming, into production and into marketing. It's a very integrated, very exciting business. We love it."

THEY ALSO LOVED the fact that they were able to perpetuate a family tradition. The Pagani Winery was very much a family affair, having been established in 1906 by Amadeo and John Pagani, both Italian immigrants, and operated by one of the Pagani heirs, Julius, until his death in 1969.

The faded white, clapboard winery which housed those legendary Pagani jug wines has been renovated, the old redwood tanks replaced by state-of-the-art stainless steel and oak barrels, and new, tastefully designed redwood buildings erected.

"Our number one thing," Lee said, "was to fulfill the great ambition of being independently employed and being able to make your own decisions."

Which has included a commitment to family heritage and wine-making excellence.

Located at 9592 Sonoma Highway in Kenwood, the Kenwood Vineyards tasting room is open daily 10 a.m. to 4:30 p.m. Tours are offered by appointment only. Phone 433-5391.

Creative writer plies craft of winemaking

By John P. Lynch

Index-Tribune Managing Editor

After experiencing the wines and lands of Kistler Vineyards, it comes as no surprise that the brains behind it all were once immersed in creative writing studies at Stanford University.

Certainly one of Sonoma Valley's most magnificent, if not mysterious, winery settings, Kistler Vineyards exudes the imagination and resourcefulness of owner/winemaker Steve Kistler, he of the Stanford B.A.

The wines are elegantly, meticulously crafted, the vineyard vistas simply breathtaking. Leave it, though, to the enigmatic, yet soft-spoken Kistler to remark: "The elegance (of our winemaking) is in the simplicity, and not how much technology you've been able to force into the process."

"Our process is simple and complicated at the same time."

Located high in the Mayacamas mountain range above Kenwood, Kistler is an enterprise dedicated to producing small quantities (7,000 cases a year) of Burgundian-style chardonnay and pinot noir, as well as cabernet sauvignon, using traditional labor-intensive French wine-making methods. Such Spartan techniques include the use of a stationary above-ground crusher, "lees contact" fermentation, portable tanks — and no forced cold fermentation. "You get heavier qualities out of the fermentation when you ferment at a higher temperature," explains Kistler. The cool confines of an underground aging cellar maintain the desire temperature.

SINCE ESTABLISHING the win-

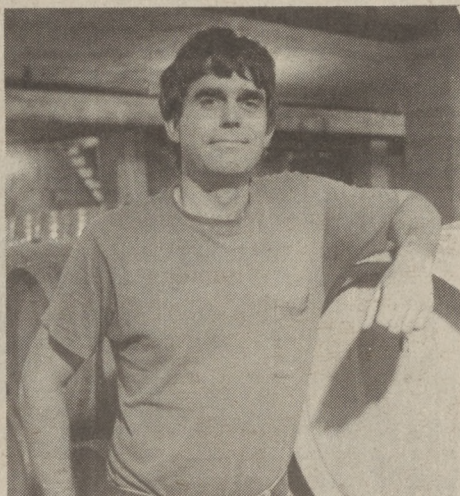


Photo by Richard Ammon

STEPHEN KISTLER

ery and vineyards in 1979, Kistler is satisfied that they've "kept to the concept" of making limited quantities of wine pampered with unlimited attention to quality. "We're a small winery with no plans of growing beyond what we can produce ourselves," he states emphatically.

The size and modesty of the operation is reflected in the scope of the work force: the winery is essentially run by three people — Kistler, chemist Mark Bixler and vineyard foreman Juan Garcia.

While the division of labor seems simple enough, the work is anything but. Developed in a rugged, unforgiving section of mountain scrub at the end of Nelligan Road, the 35 acres of vineyards have been painstakingly cut and cultivated from the steep sides of rock and brush covered mountains surrounding the small winery, which sits on the valley floor. Kistler is involved in all aspects of the operation, driving trac-

tors, checking grapevines, sorting grapes, attending to tedious cellar chores and, of course, making the wine.

"Sonoma Valley was one of the areas we were interested in because it's one location where you can grow both cabernet and chardonnay," says Kistler, in describing what attracted him to the 280-acre site here. Kistler also purchases grapes from other vineyards in Sonoma County as well as from the Napa Carneros region.

Kistler decided to set out on his own after working as assistant winemaker at Ridge Vineyards for three years. After graduation from Stanford, he returned to school to pursue studies in enology and viticulture at Fresno State University and U.C. Davis.

THERE WAS ALWAYS a strong family interest in wine, he asserts, dating back to his grandfather who had an extensive collection of both European and California wines.

Kistler wines are sold in restaurants and stores in 26 states. The wines seem to have their own cult following and invariably sell out quickly.

When asked what he really likes about the wine business, Kistler pauses, and then states: "It's a lifestyle sort of thing, really." Or, as he put it a few years ago, sounding even more like the creative scribe, "I like ... personally working at the art or craft of it."

There are no tasting or tours at Kistler Vineyards. For more information write: Kistler Vineyards, 2995 Nelligan Road, Glen Ellen, CA 95442.

Laurel Glen owner masters religion, viola and winemaking

By Francis Brofos

Index-Tribune Guest Writer

Here's the story of a local philosopher turned musician who made good — in the wine business.

His name is Patrick Campbell and, by George, if he isn't one of the best at what he's doing, which is growing exceptional mountain grapes and converting them into elegant cabernet wines. He has proven it each year since his first release, the 1981 Laurel Glen Estate bottled cabernet sauvignon.

Campbell bought the 13 acre Laurel Glen vineyards back in 1977. It's located on the rocky, northeast facing slopes of Sonoma Mountain, some 1,000 feet above the Valley of the Moon. He has acquired additional vineyards and the property now totals 35 acres.

At first, Campbell was just going to farm the grapes and sell them; winemaking didn't much interest him then. Before 1980 his grapes went to Chateau St. Jean for the cabernet; later he sold them to Kenwood Vineyards which used the grapes for their famous Artist Series Cabernet.

Although he got top dollar for his crop for four years, Campbell realized he could not make a living sell-

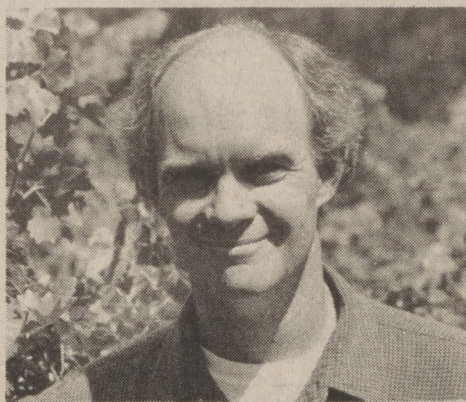


Photo by Richard Ammon

PATRICK CAMPBELL

ing grapes. The numbers just didn't work out. The concept of an estate dedicated to one wine appealed to him and he decided to make his own wine instead of providing the wine for someone else. The results have been spectacular. Laurel Glen has been called one of the 15 potentially top vineyards in California and the wine "is of world class perfection," according to Robert Balzer of the *Los Angeles Times*.

BUT LET'S BE fair. Isn't that just what you'd expect of a guy who earned a Masters studying the philosophy of religion at Harvard, has lived in a Zen Buddhist commune and played the viola with four differ-

ent orchestras?

"There is a simplicity in Zen Buddhism that has allowed me to focus in on one thing and not be distracted," he says. "I'm also more intuitive about life, about my vineyard and winemaking than I am experimenting in the lab with different ideas."

Campbell is a native of Baltimore where his father was a history professor at Johns Hopkins University. As a teen-ager his family moved to Southern California where he attended Pomona College and picked up a degree in English. His interest in theological studies took him back east to Harvard. "I got that out of my system, and looked to teaching," he says of his experience there. But instead he turned to classical music, switching from guitar to the viola.

In 1973 he moved back west, ending up in Boyes Hot Springs working as a musician. He moved into a small Zen Buddhist commune for a few years until he met his wife Faith. They were married in 1977 and have three daughters.

Campbell's interest in growing grapes was ignited in the small vineyard owned by the Buddhist commune where he immediately started caring for the vines. When he and Faith found out that the Laurel Glen

property was for sale, they bought it.

TODAY, CAMPBELL IS a member of the Santa Rosa Symphony Orchestra. He practices his viola in the early morning hours before turning to the vineyard and winery work. Much of this he does himself in spite of the fact that polio contracted at age 5 left him dependent on crutches.

He is a board member of the newly formed United Wine Growers, a group formed "because the county needed to hear from us on land use issues," he says. Members represent well over 50 percent of the county's grape crop and wine. He advocates a "right to farm" ordinance and specific parcel zoning to keep land in Sonoma Valley available for agriculture. Campbell is also president of the Sonoma Valley Vintners Association.

From far away Italy, Milan's periodical *Il Vino* comments: "Patrick Campbell offers you his enthusiasm, sensibility, and a passion for his wine: his cabernet is inspiringly rich and lively, as rich as the man who gave it life." Hardly surprising for this local wunderkind!

For information on Laurel Glen call 526-1914 or write PO Box 548, Glen Ellen, 95442.

New Orleans 'City girl,' Texan own Matanzas Creek Winery

By John P. Lynch

Index-Tribune Managing Editor

"It's never good enough."

That is the battle cry, the wine-making philosophy embraced by the staff at Matanzas Creek Winery. It seems to work.

"Our wines," says William McIver, "have increased in quality every year. We're always trying to improve, always in the research and experimentation mode."

McIver and his wife, Sandra, own and operate Matanzas Creek, located off of Bennett Valley Road between Kenwood and Santa Rosa. While setting their goals on a lofty "we're never satisfied" perch, the McIvers and their staff no doubt get a tremendous sense of satisfaction with the kind of reception their wines receive each year from consumers and critics.

Indeed, if a new wine language was ever invented, the word "Matanzas Creek" in *Webster's New World Wine Dictionary* would probably be defined as "highest quality."

Certainly, Matanzas Creek is synonymous with wine excellence. It is one of the most respected small wineries, famous for turning out meticulously crafted varietal wines.

THE HARD WORK and attention

to detail have not gone un-noticed; Matanzas Creek has the coveted Sonoma County Harvest Fair Wine Sweepstakes (for the best wine of show, a chardonnay) to its credit and a bundle of other gold medals.

All in all, it has been a sterling effort on the part of the McIvers, whose backgrounds hardly seem like the kind of stuff on which award-winning wineries are built. Sandra, who acquired the property at the base of Bennett Mountain, planted the vineyard and began selling grapes in 1972, is a "city girl" from New Orleans, who studied art in college. Her Texan husband was a college political science and psychology major who worked as a psychotherapist for five years.

They did share one very essential interest: they both loved agriculture and the great outdoors. Sandra was an avid gardener and farmer, Bill the product of a west Texas dairy and cotton farm.

After six years of selling grapes, from their 20-acre chardonnay and merlot vineyard, "the next logical stop was to build a winery," Bill recalls.

The 200-acre site on Bennett Valley Road used to be a dairy ranch. The McIvers converted a small barn on the property into a 2,000 case win-



SANDRA AND BILL McIVER

Photo by Richard Ammon

ery, and in 1978, Matanzas Creek Winery was born.

TODAY, PRODUCTION has grown to 20,000 cases, its vineyards from 20 to 45 acres. And the dairy barn winery has been replaced by an impressive, ultra-modern \$1.5 million computerized production facility.

If he had to do it over again, McIver admits that he would have thought about the costly, ambitious expansion project "a lot longer."

The investment, at least as far as product enhancement goes, seems to

have paid dividends, however. "We have three wines — chardonnay, sauvignon blanc and merlot — and they all stand by themselves. There is no weak sister among them," McIver says. "Our goal is to make the best wine in California."

And that just might be good enough for Matanzas Creek Winery.

Located at 6097 Bennett Valley Road, the winery offers private tours and tasting by appointment only. For reservations and more information phone 542-8242.

Las Montañas owner utilizes training in dance, teaching

By John P. Lynch

Index-Tribune Managing Editor

The teacher in Aleta Apgar Olds comes out when she's at work in the vineyard or tinkering with equipment in her winery. She is patient, yet demanding, particularly of herself, meticulous and artistic, yet not afraid to get her hands dirty.

Olds at one time taught English, dance and third grade students in East Bay schools. Today, her classroom is the more serene, almost hypnotic atmosphere of the high mountain vineyard, and the security of her snug winery — home of Las Montañas wines.

"I have the physical endurance to do all the work, to keep outdoors and do it, having been trained as a dancer," explains Olds.

In the quiet seclusion of her Cavendish Road home near Glen Ellen, Olds, with the help of various family members, cultivates the challenging, highly involved and carefully handcrafted "natural" wines which have made little Las Montañas one of Sonoma Valley's biggest surprises, and regrettably one of the area's best kept secrets.

In an effort to overcome that and help move her wines into the public eye — and mouth — Olds recently established an off-site tasting room at The Wine Gallery, 8860 Sonoma Hwy., in Kenwood. The tasting room, which includes wine theme art exhibits, is open noon to 5 p.m. daily.

THE SPIRIT OF Las Montañas, its *raison d'être*, as it were, lies in its commitment to making "naturel" wines, produced without sulfur or any other chemical additives, using strictly wild yeasts in the fermentation, and finished without any fining or filtering. Such methods, Olds believes, inspire wines that have their own charm and identity.

"Since I am a very small producer (about 1,000 cases a year), I am interested in the personality of wine," she says. "I can produce wine with my signature on it. It's something that's personal."

Since establishing the winery six years ago, Olds' objective has been to make "handcrafted, commercially competitive, quality red wine," specifically zinfandel and cabernet sauvignon which express the stimulating fruity, spicy, full-flavored styles one might expect from "naturel" wines produced from rich, mountain grown grapes. "I don't use the chemicals (in the winemaking process) because I'm small, I can control the operation and that suits the style I'm using," she explains.

Olds obtains grapes from a vineyard not too far from her home in the rugged Mayacamas on the Valley's east side; zinfandel is gleaned from a vineyard in Kenwood.



Photo by Richard Ammon

ALETA APGAR OLDS

Just as winemaking begins in the vineyard, it was in the vineyards where Olds began her career in wines. She moved from her native Berkeley to Sonoma Valley in the late 1960s. After settling here, she helped a friend pick grapes.

SHE LIKED THE work, so she got a job pruning vines at the Rossi vineyard in Kenwood. Olds later worked at a winery in Oregon for six months, gaining invaluable experience in all aspects of wine production. She returned, highly motivated, to Sonoma Valley where she launched a search for some land on which to plant her own vineyard.

She found some property, planted 16 acres of zinfandel and in 1979, along with her ex-husband, founded Sky Vineyards. Olds continued to do vineyard and cellar work at other wineries, including Mayacamas and Calafia in Napa Valley.

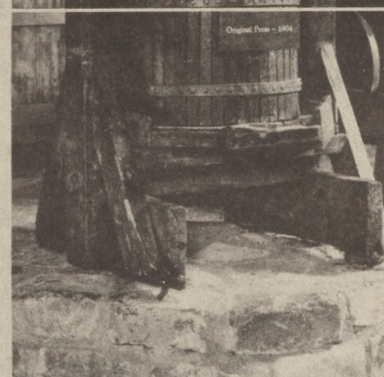
When Las Montañas (which in Spanish means "The Mountains") rose in 1981, Olds found it to be a healthy, family-intensive enterprise where her children and mother and father could get involved and lend a hand. "It was a good integrated experience," she says.

Along with pushing her once obscure wines out of the shadows and into the spotlight, Olds, ever the school teacher, keeps pushing herself, obsessed with the desire to keep learning, keep improving. "I do not want to make foolish mistakes. I want to learn from my experiences," she says.

For more information about Las Montañas wines, phone 833-2015 or 996-2448.

VISIT Sebastiani VINEYARDS

*"A Family Winery
in the Sonoma Valley"*



*389 Fourth St. East, Sonoma
Open 10-5*

MacRostie leaves Hacienda, sets out on his own

By John P. Lynch

Index-Tribune Managing Editor

Steve MacRostie put Hacienda Wine Cellars on the map. But like any skilled and ambitious explorer, it was time to move on, and set a course on his own.

MacRostie, synonymous with Hacienda for 13 years, resigned his post as winemaker in March. Last month he crushed the grapes which will produce his first wine under his own label: 1987 MacRostie Winery Chardonnay.

In embarking on his own wine venture, MacRostie will concentrate on making just one wine, chardonnay from the Sonoma Carneros region. The grapes for his first vintage were grown at the local Sangiacomo Vineyards; the Sangiacomo family is famous for producing some of the finest chardonnay fruit around.

MacRostie plans to build his own winery in the Sonoma Carneros. In the meantime he will custom crush at Geyserville's Vinwood Cellars. Production is currently set at 1,200 cases a year. The first chardonnay

will be ready for release next year.

MacRostie's enthusiasm is contagious when he talks about his new life as boss, winemaker, marketer, promoter and head bottle washer of his own winery. "It's about time," he enthuses. "It's the chance of a lifetime. I'm just as happy as I can be."

The award-winning winemaker and past president of the Sonoma Valley Vintners Association hopes to make a chardonnay that is "very drinkable, approachable — a wine known for its outstanding varietal character."

THE FOCUS will always be on producing wines of the Carneros. "Hacienda was a blend of different vineyards. This will be a vineyard designate (wine), however a wine blended from different blocks and clones from that vineyard. It will showcase the elegant, delicate fruit of the Carneros," he explained.

The wines will undergo seven months of barrel fermentation, using the stylish malolactic fermentation process to add complexity and softness. He will stick with chardon-

nay ("That's where the market is," he asserted), but will add a red varietal at some future date.

MacRostie was raised in Sacramento, earned a degree in biology from Whitman College in Walla Walla, Wash., spent two years in the army before returning to school and receiving his enology degree from U.C. Davis.

He had ambitions of becoming a doctor while studying at Whitman College, "but fate was not in that direction," he said.

He joined Hacienda in 1974 and quickly built a reputation for developing wines of consistency and exemplary quality. His decision to leave was strictly based on a desire to give it a go on his own. "I got a lot out of Hacienda. I have no regrets," he said.

He concluded, "I just want to focus on one of California's best areas for growing grapes — the Carneros — and establish myself in that area."

Given his track record, he'll make the Carneros, and the rest of wine world, proud.



STEVE MACROSTIE

For more information about MacRostie Winery, write to 17246 Woodland, Sonoma, CA 95476.

Fun-loving Napoli Cellars owner grew up with wine

By John P. Lynch

Index-Tribune Managing Editor

He doesn't own his own winery facility, and his viticultural claim to fame is a two-acre vineyard in Schellville (it was once a bustling three acres).

But Napoli Lehnert is forgiven. Probably more than any other local wine business personality, Lehnert epitomizes the fun-loving, let's-not-take-things-too-seriously spirit that characterizes the Sonoma Valley wine industry.

Lehnert, who became a "wine negotiant" when he established his Napoli Cellars here in 1984, was introduced to the wine business when he went to work for Gallo as a district sales manager in Los Angeles and Chicago.

"The schooling from Ernest and Julio was very good. The pay was very bad," Lehnert dead-panned. He remembers being with Gallo at the time of the Watts riots in L.A. "The (wine) orders went great, but we had terrible re-orders."

Lehnert became Sonoma Valley's celebrated cherry juice baron when he established The Cherry Tree in 1960. The business continues to thrive today. The original Cherry Tree No. 1 remains at its roadside spot on Highway 121, about a mile north of Sears Point. Cherry Tree No. 2 on Fremont Drive in Schellville is business headquarters, home of the juice and cider enterprise, and Lehnert's extensive Carneros vineyard holdings.

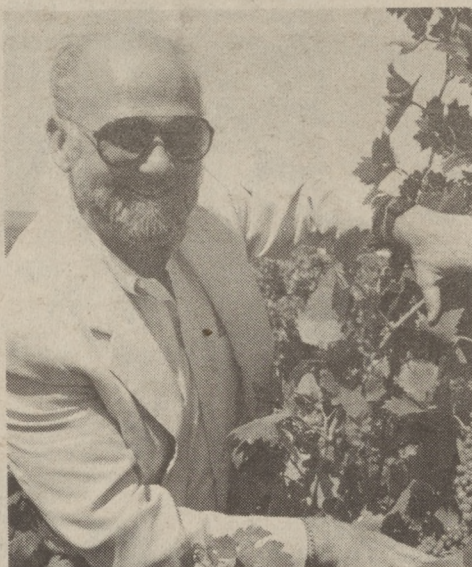


Photo by Richard Ammon

NAPOLI LEHNERT

HIS LOVE AFFAIR with wine started long before his association with Ernest and Julio Gallo. A child of European parents, he learned to appreciate wines at an early age. When he moved to Sonoma Valley, he produced homemade wines from his newly established zinfandel vineyard.

All in all, maintaining a highly successful cherry cider business, while expanding into the wine trade, seemed the logical thing to do. "Besides," he says, "with a first name like Napoli, it's a natural."

As a wine negotiant, Lehnert purchases custom-crushed wines from another local winery and bottles them under his Napoli Cellars label. His yearly production of Sonoma Valley and Carneros appellation ge-

wurztraminer, chardonnay, pinot noir, cabernet sauvignon and zinfandel totals 2,000 cases.

Like his tasty selection of juices and ciders, Lehnert's wines have been a hit. "We're all sold out now," he announces proudly.

Lehnert would like to get "heavy" with his wine; "heavy reds, and I'd like to do a nice heavy chardonnay," he states, "but the trend is toward lighter chardonnays."

His only regret is that he didn't get into the wine business sooner.

IT COMES AS no surprise when he says it is the quality of people which interests him the most about the wine industry. "The vintners, the growers, the negotiants — it's a real healthy atmosphere to work in, a very prestigious atmosphere to be

involved with."

Besides getting an earlier start, Lehnert says he would make one other change if he had to do it all over again. "I would have given more thought to my original label, which is what we're doing now. I'm coming out with a new one."

The old label contained dialogue which read, in part, "...trust me, pour Gewurztraminer."

Will "trust me" be retained on the new one? "No, it's time to get serious instead of funny," he says, laughing.

Napoli Cellars is located at 1901 Fremont Drive, Schellville. Wines are available at The Cherry Tree store there as well as many other local stores and shops. For more information write: P.O. Box 361, Sonoma, CA 95476, or phone 938-3480.

上
The
海

Shanghai Restaurant

Featuring
Mandarin,
Hunan & Szechuan Style

Serving
Lunch Special & Daily Special
Beer & Wine

Open Monday-Saturday
Lunch 11:30-2:00; Dinner 2:00-9:30
Closed Sunday

Food To Go • Banquet & Party Facilities

938-3346

565 Fifth St. W. across from Safeway

VISA
MasterCard
American Express
accepted

Ravenswood owner once did research on cancer

By John P. Lynch

Index-Tribune Managing Editor

The biggest and easily the youngest, fan of the San Francisco Wine Sampling Club had to be Sonoma's own Joel Peterson.

Founded by his father in 1953, the club, according to Peterson, was a group of "doctors, lawyers and Indian chiefs who got to try anything that came into the country wine-wise."

By the time he was 10, he was allowed to participate in the club activities. "I did not drink the wine," he insists, "but it did establish my interests and preferences at an early age."

Indeed, those precocious interludes with some of the finer imported wines of the time planted the seeds which would sprout Peterson's impressive wine career and the establishment of his Ravenswood Winery in Sonoma Valley.

The influence of that early exposure to foreign imports carries over into the style of winemaking practiced today by Peterson at his cellars on lower Broadway south of Sonoma. Such respect for the "old school" of winemaking has allowed him to produce some robust zinfandel, cabernet sauvignon, merlot and chardonnay which can only be described as "outstanding."

"OUR BASIC WINEMAKING philosophy revolves around traditional, time-tested methods for making wine," he explains. "We use what we consider by modern California standards to be pretty primitive, kind of risky winemaking techniques. It makes for great wine ... rich, intense, heavy with some aging potential, not to mention complex."

Peterson uses strictly wild yeasts in an unusually long fermentation process (four weeks) which takes place in small lots on open top fermenters without use of any sulfur. Extensive skin contact is encouraged to enhance color and character. The wines are permitted to undergo malolactic fermentation (a bacterial fermentation that follows normal yeast fermentation, softening and adding complexity to the wine) and are later aged in French oak barrels for 18-24 months.

Although he's always had a keen interest in wine, Peterson had earlier pursued another career. After earning college degrees in microbiology and biochemistry from Oregon State University, he worked in cancer research in San Francisco for four years. "I got tired of dealing with the down side of people's lives," he says, and decided to take his technical talents elsewhere.

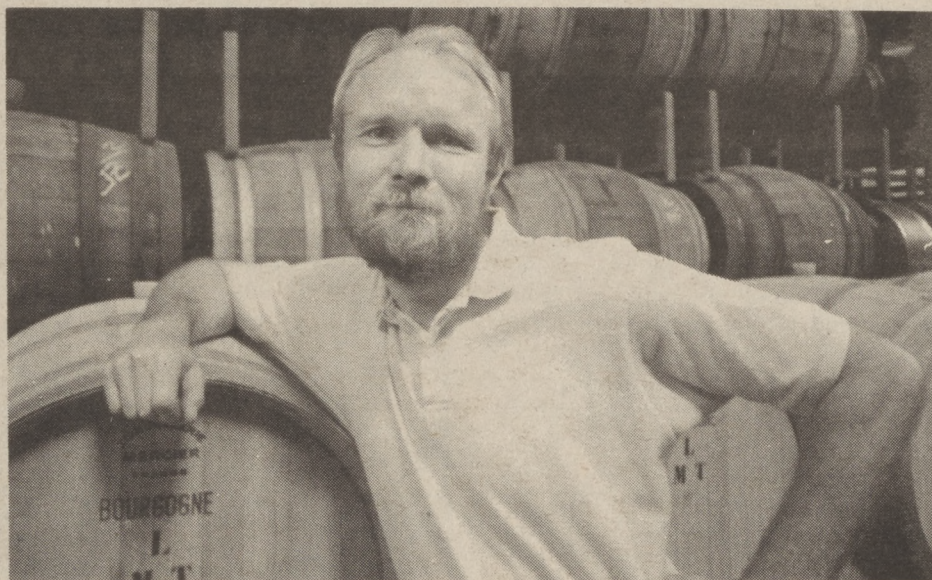
At the time Peterson had been doing some wine writing and consulting on the side. So, he elected to combine his technical knowledge

with his knowledge of wines and charted a course for the wine industry. As he put it, "It (wine business) synthesizes art and science. That was the real attraction."

He hooked up with Joseph Swann who taught him the "nuts and bolts" of winemaking. Peterson started his own winery in 1976, sharing space at Swann's winery in Forestville. He produced about 600 cases of wine that year, with which he was able to earn about \$80,000.

AFTER THAT, Peterson became something of a vagabond vintner, moving his wine operation to Mark West Springs winery, then to Martin & Prati, followed by a stay at Topolos at Russian River Vineyards, and finally Sonoma Valley in 1981.

Today, Ravenswood produces about 13,000 cases of wine a year, 8,000 of which are "Premium" varie-



JOEL PETERSON

Photo by Richard Ammon

tals, with the remaining 5,000 cases labeled "Vintner's Blend," a mix of Ravenswood wine and wine purchased from other sources.

Peterson, who turned 40 this year, expresses no regrets about his move into the wine business. "I am reasonably happy with the way it

worked out," he says. "It's been a very satisfying experience."

The boys down at the club would surely be proud.

Ravenswood Winery is located at 21415 Broadway. Tours and tastings are by appointment only. For more information phone 938-1960.

Richardson Vineyards owner left L.A. behind

By John P. Lynch

Index-Tribune Managing Editor

Probably no one truly loves winemaking as much as Dennis Richardson. It is his obsession, a genuine passion.

Freud would say it had something to do with his childhood. "I think that being from L.A. and wondering where all the soil went under that smog and concrete, I find it nice to be able to see the dirt, the vines, the yearly cycle," he says.

"There's something very fundamentally right about food and growing grapes and making wine, that is real clean, real positive."

As owner/winemaker of his Richardson Vineyards winery in Los Carneros region of Sonoma Valley, Richardson loves talking about wine as much as he enjoys making it. Out of his intimate 800 square foot winery adjacent to his Schellville home, he has managed to produce some of the finest zinfandel and pinot noir made here, or anywhere else in California, L.A. included.

He is also one of Sonoma Valley's eminent wine philosophers, and one of the regions biggest boosters.

RICHARDSON PREFERS to heap all the praise on the vineyardists and their grapes — not himself — in acknowledging his success as a winemaker. "I try to be a 'minimalist' winemaker — I do what I think I have to do — but try and keep my handling of the grapes and wine minimal," he says. "I think the growers who grow my grapes grow some of the best around. I want to preserve and nurture those basic (grape) flavors."

Richardson quickly nurtured an interest in the wine business when,



Photo by Richard Ammon

DENNIS RICHARDSON

after moving here from Southern California in 1972, he went to work for Inglenook Vineyards in Napa Valley. He worked there, and later at Sonoma's Sebastiani Vineyards, as a tasting room and tour guide. The more he saw, the more he liked.

"I fell in love with the wines and vines, dealing with happy people on vacation, enjoying the nice, open countryside, the romance of the cellars," he gushes.

He started producing his own homemade wines, focusing on trying to "relate the flavor of the grapes to the finished product."

His romance with wine continued to blossom, and by late 1978 and early 1979, began mapping out plans to start a commercial wine operation. He considered relocating to Anderson Valley (Mendocino County) or the Sierra foothills before deciding to stay put and establish his winery here. "Since I already knew the people, the growers, it gave me an opportunity to prove myself in a well-regarded viticultural area. I didn't have to prove myself elsewhere," he says.

Richardson's first crush was in

1980; he made about 400 cases of zinfandel and cabernet, and a little bit of white zinfandel. The following year he added pinot noir to the list, and in 1983, started producing chardonnay. Last year, he made his first merlot.

TODAY, PRODUCTION has increased to 2,500 cases a year, and he intends to stick with that for the time being. "Eventually, we'll have to grow a little bigger, but we'll have to seriously contemplate expansion. We've maximized our existing equipment."

There are no weak hitters in the Richardson wine lineup, but the most successful of the bunch have been zinfandel and pinot noir. He feels those two have been "exceptionally nice wines" given the fact that, industry-wide, those two varieties overall have suffered on the market.

Again, he credits his success to the quality climate ("Foggy mornings and warm afternoons," he says) and quality-obsessed growers.

Like most owners of small wineries, Richardson wishes he could bring "more dollars into the business. I didn't have a ton of money or a ton of experience behind me. But we're still in business so we have to have done something right," he says.

And Richardson is the last person you have to convince that he made the right decision to fall in love with the wine business. "Wine is very much a part of a civilized lifestyle," he concludes, sounding even more like a relieved-to-be-here ex-Southern Californian.

For more information about Richardson Vineyards wines, call Wine Wrights, 800-321-4300, or inquire at local wine shops.

Sam Sebastiani: Family may have done him a favor

By Carol Brown

Index-Tribune Staff Writer

Although Sam Sebastiani left Sebastiani Vineyards, he's still in the wine business. And, he claims his family actually did him a favor when they forced him to leave the family winery in January 1986.

Sebastiani, had been winery president there since his father's death in 1980.

"I'm so happy where I am I don't have time to be bitter," he said.

He added, "that doesn't mean I agree with the way my family treated me, but they did me a favor in a perverse way."

There had never been any doubt that he would stay in the wine business, said the 45-year-old winemaker. Now, with his wife Vicki, who is co-proprietor and chief financial officer of their new winery, he feels he is free to create a style that is all his own.

"Having left Sebastiani, I could think through my style and make wines of more interest to the consumer. And now I'm not encumbered by a facility or another type of style," he said.

To achieve his own particular style, he is blending the finest grapes from both Sonoma and Napa

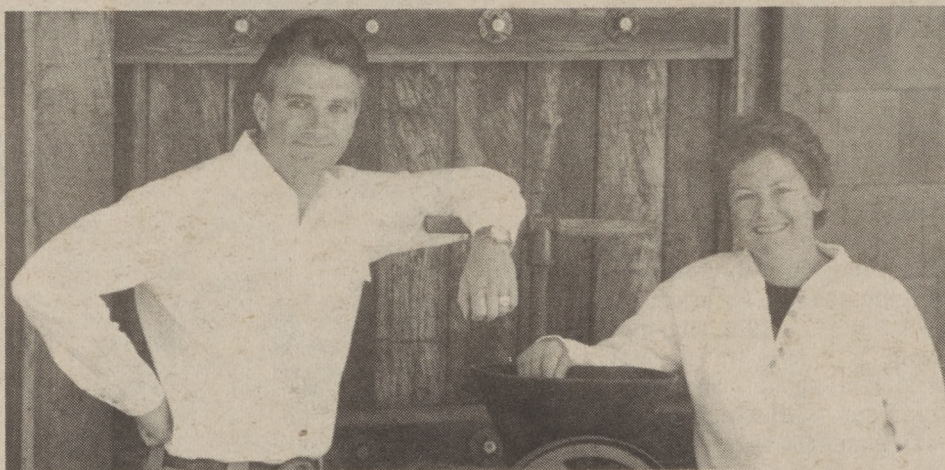


Photo by Richard Ammon

SAM AND VICKI SEBASTIANI

county vineyards — currently using six Sonoma vineyards and four from Napa.

"THE NAPA GRAPES form the backbone, with their high intense flavor, and the Sonoma grapes provide the fruit and flower — they are more forward," he said.

"We're making California wine," he added.

By August 1986 he was already producing his own wines, using the facilities at Rombauer to make his cabernet and chardonnay, and those at Monticello for the sauvignon blanc.

The 300 barrels made at those facilities are done with techniques outlined by him under his supervision. He also has the help of winemaker Mark Rasmussen, who had previously worked with him at Sebastiani Vineyards and who left there to follow Sam in his new venture.

He hopes to produce up to about 12,000 cases at those facilities eventually. In addition, Sam has a small winery just next to his home that will produce about 400 cases of cabernet this season.

Further down the road, he hopes to build an Italian villa that would produce about 40,000 cases — "it could go as high as 70,000," he said.

TOTAL PRODUCTION would depend on the availability of the quality of grapes that would produce his particular style of wine.

Since he left Sebastiani Vineyards, he has even more time to spend in the vineyards.

"I had so many other duties there that took time away from the vineyards," he said. He currently has some vines in production, "but unfortunately they are on contract to Sebastiani Vineyards until the 1990s."

"I'd like to plant something specific — maybe a nebiolo, but I couldn't tell you what grape until I see the kind of land I'll have," he added.

"I helped create an experimental vineyard at Sebastiani that had 35 varieties of grapes grown five different ways," he said.

So Sam is enjoying his new winery, although he never expected that things would work out this way.

"It's like if someone found out his wife was pregnant when they hadn't planned on the baby. At first they may be upset because they didn't expect it. But once the baby is born they are caught up in the wonder of it," he explained.

For more information on Sam J. Sebastiani Wines, call 996-4448 or write to P.O. Box 1849, Sonoma, CA 95476.

Sandy Creek owner does it for himself

By John P. Lynch

Index-Tribune Managing Editor

In 1983 Frank Reis became one of a growing number of local wine "negotiants," merchants who purchase wine from other wineries and bottle it under a different label.

But Reis sweetened his package, which he labeled "Sandy Creek," by obtaining wines of sturdy, dependable quality and selling them at affordable prices, which turned a lot of heads. Prized varietals like fume blanc and cabernet sauvignon, which normally sell for \$7 or \$8, even more, were going out the door at \$4-\$5 a pop under his Sandy Creek Vineyards label.

What made Sandy Creek even more attractive was its home — the historic Salvador Vallejo Adobe on the Sonoma Plaza, which Reis and his family established as their Sandy Creek Gardens wine tasting room, retail outlet and delicatessen.

The charming courtyard of Sandy Creek Gardens is considered by many visitors and local residents alike to be the ideal place for a picnic lunch with a glass of wine.

In addition to providing customers a quiet, comfortable setting to enjoy a picnic, the Reis family's Plaza business helps bring increased exposure for Sandy Creek Vineyards wines.

Sandy Creek wines over the years have included its highly popular

fume blanc as well as cabernet sauvignon, white zinfandel and chardonnay. All the wines are produced at Sonoma County wineries from grapes grown in the various county viticultural districts. Annual production runs between 7,000 and 12,000 cases.

REIS' ABILITY TO sell wines at a lower price is the luxury of a "vineyard direct" program, which eliminates the need for a wholesaler.

Reis began his wine career in 1962, when he went to work for Gallo. He worked in sales and marketing for 16 years. Later, Reis became involved in an independent wine brokerage firm in Northern California.

A desire to "do something for myself" led him to establish Sandy Creek Vineyards and his own marketing company, appropriately named, Sonoma Marketing Company.

The old adobe that is the home of Sandy Creek Gardens used to be a winery — the de la Main de M.C. Aguilla Winery — during the late 1800s. The adobe was built by Indian labor in 1836-46 and was the home of Capt. Salvador Vallejo, brother of Mariano G. Vallejo, Sonoma's founder. The building was also used for a time as a boarding school.

Sandy Creek Vineyards, located at 415 1st St. W. on the Plaza, is open 10 a.m. to 6 p.m. daily. For more information phone 938-WINE.

Overlooking the Valley of the Moon



Come see us and enjoy one of our special lunches, fabulous dinners, or a gourmet Sunday Brunch. In addition to our regular dinner menu, with daily specials starting at \$6.95, we are now offering specialty Wine Country Dinners.

Our superb cuisine is matched to the award winning wines produced in this world famous wine growing region and are available by the glass.

A dining experience enjoyed by our clientele over the past 22 years.

Lunch
Mon.-Sat.
11 a.m.-3 p.m.

Sun. Brunch
9 a.m.-3 p.m.

Dinner
Mon.-Sat.
from 5 p.m.

Sun. Dinner
from 3 p.m.



Oakmont

539-3111



7025 Oakmont Drive (just east of Santa Rosa) Off Highway 12

Sebastiani Vineyards owner noted for famous recipes

By Carol Brown

Index-Tribune Staff Writer

It's thanks to cupid that Sylvia Sebastiani is a winery owner. She unashamedly admits that it was her future husband, August Sebastiani, who attracted her to winemaking.

"I became involved in wine because I lived across the street from the handsomest winemaker in Sonoma," she says.

Sebastiani Vineyards was founded by Sebastiani's father, Samuele, in 1905, and popularized by his son — her husband — August, who died in 1980.

Sylvia remains as majority owner of the winery and has contributed in her own special way to the business.

"I want to be remembered for serving good food with excellent wines," she says. After all, it was her fine cooking, among other things that won August's heart. And, although he would frequently call her at the last minute to tell her he was bringing guests for lunch, it never fazed her. She'd be able to prepare a gourmet meal on very short notice.

Her parents came from Lombardi, in northern Italy — a cuisine noted for light meat dishes and pasta with cream, butter and cheese. August's family came from the Tuscany region, noted for its heartier foods and



Photo by Richard Ammon

SYLVIA SEBASTIANI

tomato sauces. Sylvia says she learned the Tuscany style, but still allows her northern tastes to influence her cooking.

SHE WAS FINALLY persuaded to put down her recipes into a cookbook. *The Sebastiani Family Cookbook — Mangiamo, Let's Eat!* written in 1970 was the first ever by a California winemaker's wife. The cookbook is in its seventh printing with hundreds of thousands of copies sold and is available at the winery.

She even occasionally gets a phone call from across the country with a question about a particular recipe or letters from wives telling her how much their husbands like their cooking now that they have been using her recipes.

Not surprisingly, her cookbook emphasizes the use of wine in many of the dishes. She has also demonstrated her art of cooking with wine on several television programs and before special groups across the state.

In addition, she participates in tastings with the winery's enology staff and entertains many important visitors in her home. Sylvia has also been involved with civic activities in the Valley, among them serving as Grand Marshal of the 1984 Vintage Festival Parade.

After her husband's death, the winery continued to grow under the guidance of Sam J. Sebastiani, who now operates his own winery.

Don Sebastiani, the 34-year-old former California state assemblyman and brother of Sam, has recently embarked on an expansion program for the winery which includes opening an office in New York and the projected purchase of another winery in Lodi.

Now in his second year as chairman of the board and chief executive officer of one of the nation's largest wineries, Don said he would "like to be remembered for the prosperity and growth I have brought to Sebastiani Vineyards."

GROWTH AND prosperity have been synonymous with Sebastiani Vineyards, virtually the entire 82-year history of the well-known, family-owned Sonoma winery.

The Sebastianis say they remain confident about the future growth and prosperity of Sebastiani Vineyards in Sonoma Valley.

When asked if, given the chance, she would go through the experience of a wine career all over again, Sylvia's quick reply is a simple "Yes."

The Sebastiani tasting room, located at 389 4th St. E., Sonoma, is open 10 a.m. to 5 p.m. Guided tours are offered 10 a.m. to 4:20 p.m. daily. For more information, phone 938-5532.

After you've gained the weight back from your last diet, call us.



10 pounds in two weeks—gone! 17 to 25 pounds in less than two months, vanished! At Diet Center you can do it. Millions have, without drugs, without stress, without hunger! Discover the last weight-loss program you'll ever need. Your first personal consultation is free. Call now.

You're going to make it this time.

Diet Center

Janet Kirtlink
Diet Center
Counselor

461 Seventh St. West, Sonoma

935-0707



Restaurant & Bar

Fine Mexican Cuisine

Open Every Day

Serving lunch and dinner continuously
from 11:30 a.m.

Full Bar

Featuring our superb Margaritas



Fiesta Hour

Weekdays in the bar 4-6 p.m.

(707)996-3406

121 East Spain St., Sonoma

Across from the Mission

Mom still likes Dick best, but Tom can drink her wine

By John P. Lynch

Index-Tribune Managing Editor

"My brother," moaned Tommy Smothers, "wouldn't let me drink some of his wine. He said I guzzled it."

Smothers, who lives and grows grapes in Kenwood, sort of eased into his inimitable role as sibling squabbler of the Smothers Brothers comedy duo, while carrying on about brother Dick's coveting those fragrant, nectar-like white wines he began producing 10 years ago.

Dick, who mom always liked best anyway, according to Tom, dismissed his brother's accusations: "I don't remember anything about that. Our family's into vodka."

Today, the Smothers Brothers tasting room, established in Kenwood two years ago, continues to prosper, attracting throngs of visitors and boosting sales of Smothers wines.

But just as the Smothers Brothers have been out on the road performing for many years, the status of their new winery has also, in a



TOM AND DICK SMOTHERS

Photo by Richard Ammon

sense, been on a never-ending road. The dilemma of where and when to put a permanent winery has been an ongoing saga for years. Dick says it was his plan all along to eventually move his winery, which he started in Santa Cruz, to Sonoma County,

where Smothers obtained most of his wine grapes.

THE COUNTY GRANTED a use permit in 1981 which would allow a 12,000 square foot winery to be erected on the Smothers property in

Kenwood. An extension of the permit was issued in 1982.

But the prohibitive cost of such a project put the winery plan on terminal hold. Meanwhile, Smothers' wines have been custom crushed at various facilities between Napa and Sonoma counties.

"We've been vacillating about where to put a permanent winery," Tom admitted. While not ruling out the idea entirely, Dick said, "I don't think we would ever have a plant up here (Kenwood). I think we're locked into too small a scale here."

Dick Smothers established Smothers-Vine Hill winery in Santa Cruz in 1977. He had to sell part of his collection of classic automobiles to make room for a winery inside his garage. "I owned a small vineyard there. I loved wine and I wasn't working then," he said, in explaining how he got started in the wine business. "It gave me something to do."

His love affair with wine — he is particularly fond of the sweeter, German-style wines — not only kept him busy, but earned Smothers-Vine Hill a gold medal and "best of show" Sweepstakes honor at the 1978 Los Angeles County Fair.

He still has a few bottles of the wine; the 1977 Alexander Valley Late Harvest Gewurztraminer stands up as well today as it did a decade ago, in spite of some tortured handling at times. "I froze it, heated it, mishandled it, and it's still good," Dick said proudly, sounding a little bit like an old wrist watch commercial. "It's thick and full and rich, finished with just the proper amount of ripeness... a unique, apricot flavor."

SO IT COMES as no surprise that he's had a hard time keeping his brother's mitts off of it, as well as many of his other fine wines. But the incorrigible Tommy is contributing his bit to the Smothers Brothers wine show: he's actively growing grapes at his Remick Ridge ranch in Sonoma Valley.

"When Dick won the Sweepstakes, I had been living here a few years, so I planted here. It was a natural; I was living in the wine country."

Tom purchased the property on Warm Springs Road in 1970, naming it after his grandfather, Ed Remick. Grandpa, to his knowledge, was no winemaker or grape grower, "but I'm sure he made bathtub gin," Tom joked.

Smothers has about 25 acres of vineyards at Remick Ridge. Varieties there have included chardonnay, sauvignon blanc and pinot blanc. The sauvignon blanc and pinot blanc were recently phased out and budded over to cabernet sauvignon and merlot. The Smothers Brothers obtain grapes for their late harvest program from Alexander Valley and also purchase cabernet from that area. Their chardonnay has come

Sonoma Hills owner wanted life style change

By John P. Lynch

Index-Tribune Managing Editor

Terry Votruba and her family moved to Sonoma Valley from Marin County eight years ago to pursue a change in life style and a career in winemaking. The change in scenery has been gratifying, but the reality of the wine business rather humbling.

While her Sonoma Hills Winery has been able to produce impressive, elegantly designed chardonnays over the past four years, being a small producer in a large, well-stocked pond of a wine industry has its drawbacks.

"The cost of being a small winery is going up, while wine prices are coming down," says Votruba, owner and winemaker at Sonoma Hills. "My whole intention was to produce a nice chardonnay for around \$10. That has become rather commonplace; three years ago it wasn't."

Votruba, a Stanford graduate and former schoolteacher in the East Bay, is not discouraged, however, and she shouldn't be. The quality chardonnays being produced in her 1,000 square foot winery in Bennett Valley are worth fighting for.

Made in a lighter, more Burgundian style than most California chardonnays, Sonoma Hills wines de-emphasize the oak flavors and, to a degree, the fruitiness to achieve what Votruba calls a "little more chablis-like" balance.

IN FACT IT was that fascination with French wines and European style winemaking, and a long-time hobby of home winemaking, which spurred her enthusiasm and led to



TERRY VOTRUBA

Photo by Richard Ammon

the founding of her own commercial winery. "We took a three-week vacation to France, visiting small vineyards and wineries," she says. "We came back very excited about doing something."

With the help of her husband, John, a San Francisco attorney, and two sons, Kris and Greg, the Sonoma Hills Winery became a reality in 1983.

The winery is filled with what she terms "small European equipment" — basket press, 4-ton per hour stainless steel stemmer-crusher and, of course, French oak barrels.

"We use very little sulfite, because we're so small we can keep close control over what's happening in the cellar," Votruba explains. The wines are barrel fermented and aged in French oak, undergoing partial malolactic fermentation (a bacterial fermentation that follows normal yeast fermentation) to add complexity.

Production is currently set at 800

cases — we will always be 1,000 cases (a year) or less," she assures. Sonoma Hills' first pinot noir will be released in another year; Votruba will make her first Sonoma Hills cabernet sauvignon this year. The next Sonoma Hills release, due out in November, is 1986 chardonnay.

IN SPITE OF the marketing pains, Votruba refuses to second-guess herself. "I have no regrets whatsoever," she says of her decision to enter the commercial wine trade. "We've gone very slowly."

"Now I know that our direction needs to switch to marketing. Every winery has to find that special niche for itself."

Sonoma Hills is well on its way to finding a niche as one of Sonoma Valley's class producers of chardonnay.

Sonoma Hills offers tastings and tours by appointment only. For more information call 523-3415 or write: 4850 Peracca Road, Santa Rosa, CA 95404.

St. Francis Vineyards owner now winning awards himself

By John P. Lynch

Index-Tribune Managing Editor

Joe Martin, inspired by the sagacity of Andre Tchelistcheff, sums up his winemaking philosophy with a quote attributed to the venerable Napa wine legend: "A good wine-maker can take good care of what God's given him."

Such wisdom has had an obvious impact on Martin, owner of St. Francis Vineyards in Kenwood. The degree of care he has given his grapes has helped develop a lot of "good winemakers" over the years.

Which is part of the reason why, after seeing his grapes get hauled away and converted into award-winning wines at other wineries, Martin decided to give winemaking a try himself.

Looking back, he wishes he would have gotten started sooner. "We've gotten good press (on our wines)," he acknowledges proudly.

And they've gotten their share of gold medals. No longer lingering in the shadow of other wineries like their neighbor across the street, Chateau St. Jean (which used to produce award-winning wines from Martin's grapes), St. Francis has come of age, impressing critics and consumers alike.

MARTIN CREDITS PART of that success to the caliber of people in



JOSEPH MARTIN

Photo by Richard Ammon

the wine industry. "It's not a dog-eat-dog industry," he says. "It's more open, honest. People are helpful, cordial, easy to deal with and willing to help you out."

Martin had been involved in the retail and wholesale furniture business for many years when he began his career as a grape farmer. Agriculture was not entirely foreign to him, having come from a dairy farming family in the San Joaquin Valley ag

belt.

Martin acquired the original St. Francis Vineyards property, located west of Sonoma Highway at the entrance to Adobe Canyon, in 1971. Established in 1910, the land was formerly part of the pioneer Kunde family holdings in Kenwood, and at one time given as a wedding present to the Kundes' daughter, Alice, and her new husband, Will Behler.

Martin began planting his 90 acres

of vineyards in 1972. He started off selling his grapes to other wineries, like Chateau St. Jean, Matanzas Creek, Kenwood and others.

Coping with those wineries' successes with his grapes and the inherent unpredictability of the wine grape market proved to be too much, and in 1979, Martin started his own winery.

ST. FRANCIS produces about 31,000 cases of wine annually, all estate grown varietals, including chardonnay, white pinot noir, gewurztraminer, johannisberg riesling, muscat canelli and merlot. (This year, St. Francis will break tradition and buy an additional 100 tons of chardonnay from another vineyard.)

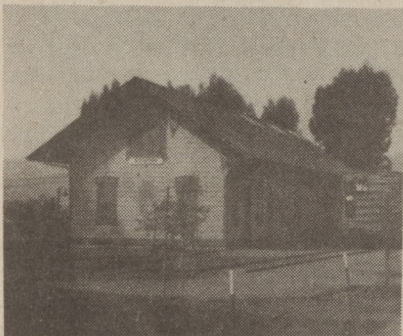
Gewurztraminer and chardonnay became the jewels of St. Francis' impressive line of varietal wines. More recently, its merlot has emerged as a favorite, pulling in an inspiring string of gold medals.

Martin hasn't forgotten the secret of his success. "We treat the grapes as best we can ... hang on to what we brought in, give them tender loving care."

"It seems to be paying off."

Located at 8450 Sonoma Hwy., Kenwood, St. Francis tasting room is open 10 a.m. to 4:30 p.m. daily. Tours are by appointment only. For more information phone 833-4666.

A place of importance to visit.



Sonoma Valley's Historical Museum

located in Depot Park, featuring Sonoma heritage and special current exhibits.

For the unusual, visit our Gift Shop.

50¢ adults—25¢ students
Children under 10 free

One block north of the Plaza

270 First St. West
938-9765

Open Wed.-Sun. 1-4:30 p.m.



Come Taste the Most Honored California Sparkling Wine in Memory

Nestled in the Sonoma Carneros, a small new winery is building a giant reputation. The Gloria Ferrer Winery, owned by the same

Spanish family that makes Freixenet wines, has already won seven gold medals for their California *méthode champenoise* sparkler.

Come for a tour and taste their award-winning cuvée—served with complimentary Spanish tapas, on their vista terrace.

Open daily from 11:00 a.m. to 4:00 p.m.
Tours are given from 10:30 a.m. to 4:30 p.m.
Freixenet-Sonoma 23555 Highway 121.

Sugarloaf owners have gone from high tech to high up

By John P. Lynch

Index-Tribune Managing Editor

In the placid wilds of Sonoma Valley, on the west slope of the Mayacamas range high above Glen Ellen and Kenwood, Richard and Joann Puttbach are quietly and unobtrusively going about producing wine from cabernet sauvignon grapes that they believe might well be the best grown anywhere in the world.

It is that fascination with Sonoma Valley's high elevation-grown cabernet that made them decide to purchase land here and establish their Sugarloaf Ridge Winery.

Sugarloaf Ridge has yet to release any wines — the first wine, a zinfandel, might be out by Christmas, while its promising cabernet sauvignon is expected to be ready for release next spring — but one can already sense their excitement and anticipation.

"Even though we don't have our own vineyards in yet, we know this land can grow cabernet that is one of the best in the world," Joann enthused. "We really believe that, and it's the reason we chose the land we did."

The Puttbachs purchased the 130-acre property, located about a mile and a half from Sugarloaf Ridge



Photo by Richard Ammon

RICHARD AND JOANN PUTTBACH

State Park, along a remote, hidden stretch off Nelligan Road, in 1981; they built a home there and moved in two years later. By 1985 they had a bonded winery and held their first crush that fall.

THE PUTTBACHS produced 460 cases of cabernet sauvignon and 120 cases of zinfandel that first year. Last year, they concentrated all of their efforts on cabernet, cranking out about 900 cases.

Both the '85 and '86 vintages were produced from grapes purchased from neighboring vineyardists, grown in the 1,500-1,800-foot elevation of the Mayacamas range on the east side of the Valley, and Sonoma

Mountain on the west. The Sonoma Valley and Sonoma Mountain lots were produced separately; the Puttbachs will decide later whether or not to blend the two together or bottle them as separate wines.

"We basically want to sell a wine that is ready to drink... make a cabernet in a style that is accessible early," explains Joann. "We're not into making huge, tannic wines."

The Puttbachs are natives of the East Coast. Joann is from Connecticut; Richard was raised on a dairy farm in upstate New York. He studied engineering in New York and New Jersey and worked as an engineering consultant. When they moved to California in the mid-seventies, both went to work for Hewlett-Packard.

"It was our objective all along to start a small winery," Joann states, mentioning that they have always been fervent wine fans and dedicated home winemakers for the past 11 years. "Dick's technical background is compatible with winemaking."

TO HELP PREPARE herself for their new commercial wine venture, Joann took some time off from her job at H-P to work in the wine lab at Chateau St. Jean during two consecutive crushes. She and her husband

also took enology courses at Santa Rosa Junior College and U.C. Davis. Richard now works as an engineering consultant, dividing his time between that and his chores at the winery.

Though their first wines were only recently bottled and have yet to hit the store shelves, the Puttbachs are obviously enjoying the challenges of the wine business. "We're basically learning to do everything ourselves," says Joann. Their modest winery, tucked underneath their house, includes the kind of equipment that is "an upgraded version of what a home winemaker would use," she explains. That includes a hydraulic basket press, large, open-top stainless steel and polypropylene fermenters and French and American oak barrels.

One thing that's missing is having their own vineyard ("We'd like to get a little further along with it," Joann says) and, of course, having their first wines out under the public's nose.

"Marketing our wine — that'll be the new frontier for us," Joann states.

For more information about Sugarloaf Ridge Winery, write P.O. Box 939, Glen Ellen, CA 95442, or call 833-6535.

M.J. Vallejo owner aims to restore historic vineyards

By John P. Lynch

Index-Tribune Managing Editor

Perhaps better known as the founder of Sonoma, General Mariano G. Vallejo was also a pioneer of local viticulture and wine production in the 1850s. He might also be considered a forerunner of the "affordable" wine uprising, as he is often credited with making the first "people's wine" of California, wine of exceptional quality sold at a popular price.

Vallejo was known to sell his wine for 10 to 15 cents a gallon, while the competition was offering theirs at an exorbitant 20 to 25 cents.

Today, more than a century later, that philosophy remains unchanged at M. G. Vallejo Winery. Revived a few years ago, the winery continues that tradition of winemaking excellence at prices of mind-boggling affordability; Vallejo chardonnays and cabernets, which could stand up to wines in a higher price category, sell for only \$3.99 a bottle. The general, it seems, would be proud.

He would also be impressed with other efforts being made by the winery on his behalf. M.G. Vallejo Winery is one of the mainsprings in a campaign, sponsored by the General Vallejo Memorial Association, to restore to their original state, the vine-

yards, orchards and winery at Sonoma's Vallejo Home Sonoma State Historic Park.

Replanting of more than 40 acres of grapes, including the mission grapes which once thrived there more than a 100 years ago, is expected to begin next year. Once the antique winery is resurrected inside a rebuilt barn, the public will be able to participate in the grape growing and winemaking processes, under the direction of the M.G. Vallejo Winery staff.

THE PERSONALITIES behind the revived M.G. Vallejo Winery are naturals in this bid to rekindle a vital part of California wine history. Owner/president Robert Cannard, a Sonoma resident active in community affairs and local politics for many years, is an early California history buff and authority on the Vallejo family story. He established the agriculture program at Santa Rosa Junior College where he has taught wine grape propagation and ornamental horticulture.

Winemaker Vallejo Haraszthy, as his name suggests, is a descendant of the Vallejo-Haraszthy families. He is the great-grandson of Atilla Haraszthy and Natalia Vallejo, the general's daughter; Atilla was the son of the famed Agoston Haraszthy, ac-

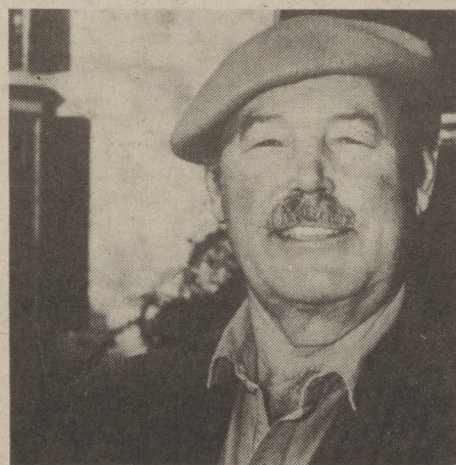


Photo by Richard Ammon

ROBERT CANNARD

knowledgeable as the "Father of California Viticulture" and founder of the state's oldest winery, Buena Vista. Haraszthy, 40, has been involved in the local wine industry for 16 years.

Together, Cannard and Haraszthy (pronounced HARRIS-TEE) with the support of the Vallejo Memorial Association, and community at large, have not only successfully produced and marketed award-winning, inexpensive wines, they've given a shot in the arm to the Vallejo Home vineyard-orchard-winery restoration.

"The Vallejo project is essentially a community project," says Cannard. "The wine business has been a vehicle for getting that job done."

Proceeds from the sale of M. G. Vallejo wines at the Vallejo Home Chalet tasting room go directly to the restoration project. About 5 per-

cent of the profits from nationwide sales are donated to the project.

IN ORDER TO make the wine business and the business of historical restoration succeed, both Cannard and Haraszthy have spent much of their time on the road, barnstorming in and out of 36 states to promote and distribute M.G. Vallejo wines.

The hard work has paid off. Sales have steadily increased.

The winery produces about 150,000 cases of chardonnay, cabernet sauvignon, white zinfandel, merlot and fume blanc. The winery also plans to market a generic red and white table wine in 1.5 liter bottles. The wines are presently custom crushed at another local facility. Once the winery is built, the original M. G. Vallejo Lachryma Montis ("Tear of the Mountain") label will appear on the bottles.

Initially, they may have been attracted to the wine industry for different reasons: Cannard through his fascination with local history and viticulture, Haraszthy because of his family heritage and a burning desire to "get out of L.A." But they share the same goal: to make "the people's wine" and bring back the winery and vineyards of Vallejo.

The tasting room is located in the Chalet at Vallejo Home State Historic Park, West Spain Street and Third Street West, Sonoma. It is open daily 10:30 a.m. to 4:30 p.m. Tours are also available. For more information phone 935-3561.

Valley of the Moon Winery owner longs for 'old days'

By John P. Lynch

Index-Tribune Managing Editor

Like any good, hard-working, veteran winemaker, Harry Parducci misses the old days. "Things were simple, less complicated then," laments Parducci, president of Valley of the Moon Winery and the dean of Sonoma Valley winery proprietors.

As a boy working for his father, the late Enrico Parducci who founded the Madrone Road winery and vineyards in 1941, Parducci performed a variety of chores in and around the winery. He drove a tractor in the vineyard, delivered wine, worked in sales and learned "entirely in-house" the art of winemaking.

In the old days, one did a little bit of everything in the wine business. He obviously misses that. "At one time, it was a handsake and you were done. Now, it's a whole new ball game," he says. "There are different methods of doing business, different modes of sales — everything's more complicated."

But for Parducci, the most rewarding experience of his 40-plus years as head of Valley of the Moon Winery has been the family involvement. "The family thing — that's what got me in it in the first place, and it's what I like about it now," he says.

His wife, Rheda, and sons, Harry, Jr. and Gerard, hold key positions in the family business — Harry Jr. is the winemaker, while Gerard is in charge of sales and distribution; Rheda is winery vice-president.

WHILE THINKING ABOUT the old days gives him a feeling of nostalgia, Parducci acknowledges that new ideas and modern methods have allowed Valley of the Moon Winery to grow and develop its products. What was once an exclusive "jug" wine

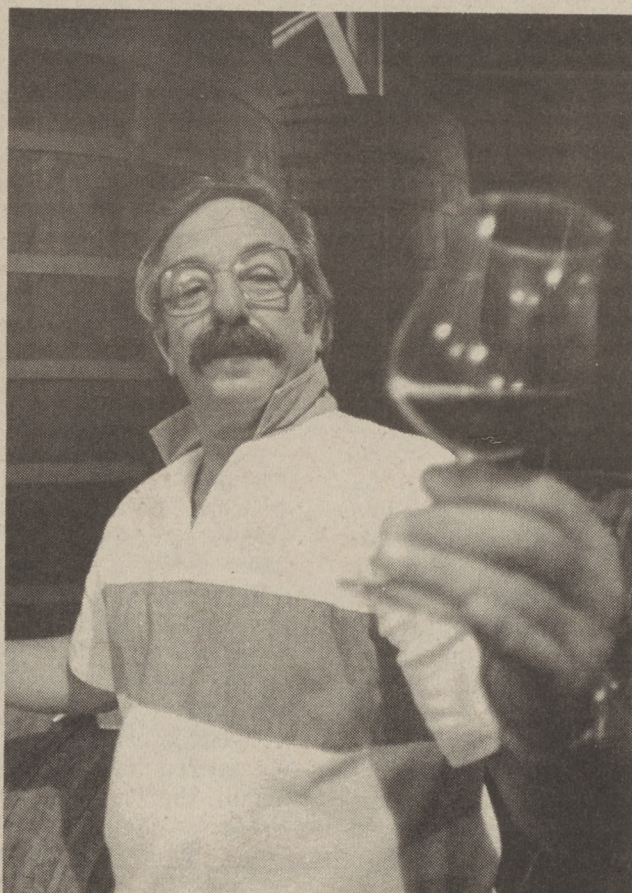


Photo by Richard Ammon

HARRY PARDUCCI

operation has blossomed into a respectable varietal wine business.

The popular Valley of the Moon "jugs" are still

available — wines in 1.5 and 3 litre bottles are still sold — but it's the new wave of fine varietals that has turned a lot of heads in recent years.

Valley of the Moon now produces chardonnay, chenin blanc, sauvignon blanc, semillon, white zinfandel, cabernet sauvignon. It also produces two varietal pinot noirs and zinfandels — one of each appears under a select "Black Label."

The winery obtains its grapes from its 200-acre estate vineyards along Madrone Road and Sonoma Highway, where some of the ancient vines are believed to be more than a century old: grapes are purchased from other local growers as well. Much of the estate vineyard has been replanted in recent years.

LONG BEFORE Enrico Parducci established Valley of the Moon, the property had many illustrious earlier owners, including General Mariano Vallejo, the founder of Sonoma; Civil War General Joseph Hooker, who was still a colonel while he lived there; and Senator George Hearst, father of newspaper publisher, the late William Randolph Hearst.

In the 1870s a man named George Whitman produced wine and brandy on the property. Some of the acreage was sold at this time for a right-of-way for the Sonoma and Santa Rosa railroad.

Though he still longs for the old days, Parducci is quite content being a wineman. "I like the business, I like growing grapes. And I like the fact that my sons and wife are involved in it."

"It's a family tradition."

Locted at 777 Madrone Road, Glen Ellen, the Valley of the Moon tasting room is open 10 a.m. to 5:30 p.m. daily. Tours by appointment only. For more information phone 996-6941.



LUNCH

Tues.-Fri. 11:30-2:30 PM
Sat. 12-3 PM

8 Spain Street
'On the Plaza'



996-6866

DINNER

Tues., Wed., Thurs. 5-9:30 PM
Fri. & Sat. 5-10:30 PM
Sun. 4-9:30 PM

Closed Mondays



"Somebody
still cares about
quality."

BUDWEISER® • KING OF BEERS® • ANHEUSER-BUSCH, INC. • ST. LOUIS

Eagle Distributing Co., Inc.

Wine Country upbringing lured Martin Van Der Kamp

By John P. Lynch

Index-Tribune Managing Editor

Martin Van Der Kamp loves the wine business so much that he doesn't seem to mind not making any money at it.

Winemaking, he confesses, is really his hobby. His real job is in national sales where he markets accessories. But his passion is making champagne, superb champagne that has won the hearts of wine critics, champagne that has even managed to turn on Ron and Nancy Reagan.

"We are trying to make the best possible sparkling wine in California," said Van Der Kamp, who established Van Der Kamp champagne Cellars in Kenwood six years ago. "We can approach the business more unorthodoxly because we're not a part of a business of a (champagne) house and its particular problems."

Translated that means Van Der Kamp doesn't choose to incur the headaches of owning his own winery and employing his own labor force. "We do everything ourselves," he

said. "We're really the only (winery) owners that are hands-on owners."

He added, "It's a hobby. Myself and my partners are not taking any salaries from it."

"I was raised by an Irish mother who says, 'Money's not everything.'"

VAN DER KAMP produces three sparkling wines: brut, a rosé called "Midnight Cuvee" and an "English Cuvee." The brut is a classic combination of chardonnay and pinot noir, the "Midnight," a 100 percent pinot noir cuvee with pinkish hues and the "English," a full-bodied champagne with yeast overtones and toasty qualities, he says.

The sparklers were instant hits, garnering gold medals at places like the Orange County and Los Angeles county fairs. Even the Reagan White House issued its official approval of the Van Der Kamp "Midnight Cuvee" — without having to get congressional concurrence, one might add. On three occasions the local champagne has been poured at presidential gatherings.

Van Der Kamp procures grapes

from eight to nine different growers, all in Sonoma Valley. "With a lot of small (separate) lots, it gives us a complexity of flavor that I don't think these other (champagne) houses are getting," he says.

Van Der Kamp ages his champagnes longer than most vintners — 3½ years and he's planning on increasing his time on the yeast to 4½ years.

LITERALLY SURROUNDED by wine personalities while growing up in Napa Valley, ("The people I knew either owned a winery or worked at one," he recalls). Van Der Kamp was quickly seduced by the romance of wine. His school chums included people like Freddie Beringer and Mike Mondavi.

In his youth he worked odd jobs at places like Schramsberg and Beringer wineries. It was Napa wine legend Andre Tchelistcheff that helped Van Der Kamp produce his first cuvee back in 1981. He studied the secrets of champagne making under the tutelage of some of France's better known winemasters.

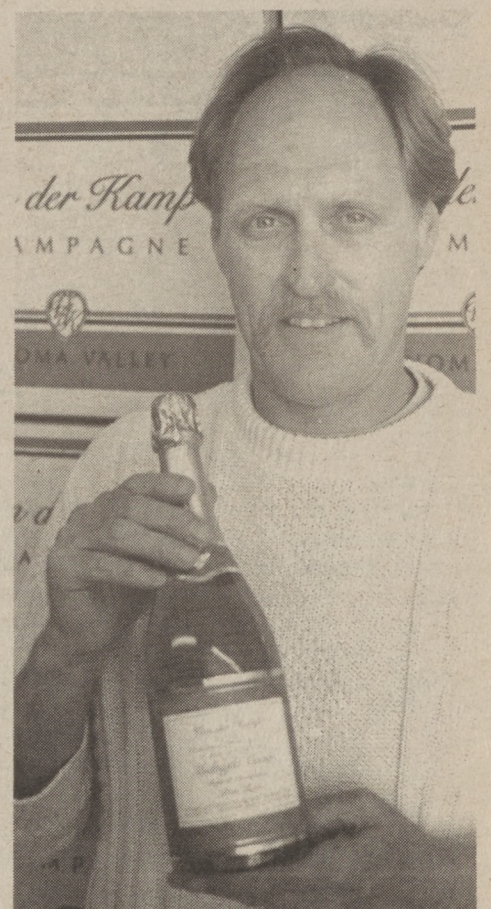


Photo by Richard Ammon

MARTIN VAN DER KAMP

So it comes as no surprise when he says it was the caliber of people which got him interested in wine-making. "People of style, taste, exemplary people — that's what really attracted me to it," he says seriously.

He paused a moment, and with a degree of remorse in his voice, stated: "Which is why I'm a little disillusioned now. People don't have the time and graciousness like they used to. The ambience and style of the wine country has changed."

Disappointments aside, Van Der Kamp is dedicated to carrying on his already established tradition of excellence in champagne making. "I think I'm still foolhardy enough to think I've done things right," he laughs.

For more information about Van Der Kamp Champagne Cellars, phone 833-1883.

Vinet owner delights in revealing 'secret'

By John P. Lynch

Index-Tribune Managing Editor

Robert Rex wants to let the public in on a little secret.

Yes, it's true that his ambrosial selection of Vinet wine grape juices contain no alcohol — that's not the secret. The secret lies in the taste.

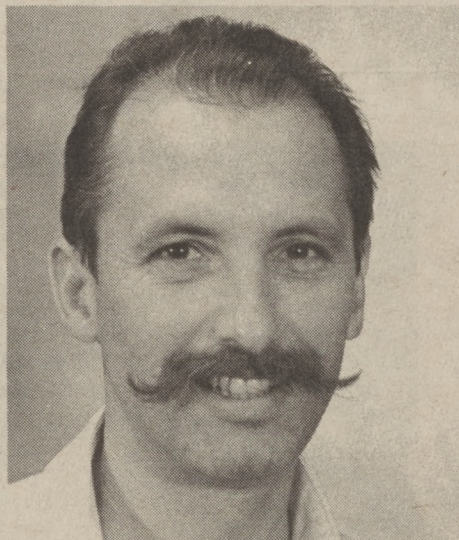
While just about every winemaker around these days aspires to produce wines that taste like the grapes from which they are made, Vinet alcohol-free juices *really do* taste like the grapes from which they are made.

"It's a taste that's very familiar to the grape grower and winemaker, but not to the public," says Rex, owner and winemaker of the Kenwood-based Vinet Corporation. "It's really a new experience. The public's not use to tasting varietal juices."

Vinet is a unique blend of high quality juice taken from vinifera wine grapes and pure spring water from Sonoma Mountain in Sonoma Valley. Vinet contains no added sugar, concentrates, flavorings, sulfites or preservatives.

SO, ANYONE WHO craves the grape can experience Vinet juices made from such familiar wine varietal names as gewurztraminer, johannisberg riesling and white zinfandel — and not have to worry about getting ploughed, driving like a St. Bernard or suffering a vicious, thundering hangover.

The method used is something of a secret itself. "It's a technique that 10 years ago didn't exist," Rex asserts. "Our methods leave a lot more flavor in the juice."



ROBERT REX

To retain all of their natural flavors, the freshly picked grapes are cold pressed within hours of harvest. The fluid is gently filtered and clarified to remove alcohol-producing wild yeasts and impurities that cause fermentation or spoilage. Light carbonation adds "crispness and sparkle."

Rex emphasizes that this method of making the juice *before* it ferments differs from the process of de-alcoholizing wines (cooking the alcohol out).

His fascination with wine products goes back to his days as a home winemaker and chemistry student at U.C. Berkeley.

AFTER MOVING TO Sonoma Valley, Rex, a native of Iowa, began exploring opportunities in the area of wine industry by-products — commodities that can be produced from

wine grapes other than wine.

The growing interest in non-alcohol wines intrigued him, and by 1985 Vinet was born.

"Just the idea of making a different kind of juice out of wine grapes intrigues me," Rex says. "I'm a gourmet cook and chemist, and those kinds of pursuits and winemaking are similar. And I'm still a (home) winemaker for my own use."

Vinet wine grape juices are produced at a number of different wineries and bottled at a facility in Sacramento. Locally, Glen Ellen and Kenwood wineries "helped out," Rex says. Production is presently set at 20,000 cases. Vinet wine grape juices come in a four-pack of 187 ml bottles.

VINET PLANS to expand into another category — varietal grape juices combined with other natural fruit juices to produce, for example, a Vinet Raspberry Zinfandel, Rex reveals.

Rex's wife, P.J., and brother, Martin, are also involved in the corporation. Martin brings to the business a background in dairy products; he developed Mountain High Yogurt in Denver, Colorado. P.J. came up with the name, Vinet, and works as the company's district sales manager.

"Making high quality, natural products is really the overall emphasis of our company," Rex concludes, "and it's an opportunity to let the public in on a secret."

For more information about Vinet products, call 833-1814, or write: P.O. Box 1070, Kenwood, CA 95452. Vinet is sold in local wine shops.

Vintage Festival Greetings from Sally



The Joy Shop

124 West Napa St.
Sonoma 938-1197

We do helium balloons.
Are you registered in our Birthday Book?

The Smothers Brothers

Continued from B 26

from Napa Valley.

Dick Smothers talks about wine with the same intensity with which he berates his brother on stage, and with the rhapsody of those honey-soft melodies he sings. Winemaking is not a hobby or play thing for him. It's a passion. It's serious business.

"Our cabs (cabernets) are in the good, classic style of the Alexander Valley: nice fruit, not overpowering, not too tannic, a wine that can be consumed in its youth," Smothers enthused. His chardonnay, which he admits, "we don't have a handle on yet," is nevertheless a "nice, crisp, fruity wine with not too much wood."

BUT THE ONE he would like Smothers Brothers Wines to be known for is, not too surprisingly, the late harvest varietal. Dick prefers late harvest gewurztraminers. But crop conditions in recent years have forced him to settle on making late harvest white riesling.

He strives to make a late harvest that doesn't "peter out" in the finish. His voice sweeps into a light, graceful exuberant rhythm as he paints a picture of what he sees as the ideal late harvest wine — "the natural taste of fruit, ice cold, super ripe nectarines," he enthuses. "Never say dessert wine. Our wine is quite nice in the morning with fresh fruit, in the middle of the day, sharing it in the evening with a nice lady."

Apparently seeing no harm in letting the world know, once and for all, that those wines, then simply called "Smothers," were indeed being produced by the famed comedy team, Tom and Dick decided to let it all hang out, and a few years back changed the name of the wine operation to Smothers Brothers. They even went so far as to borrow a bit from one of their comedy routines in naming two new generic wines — "Mom's Favorite" Red and "Mom's Favorite" White.

Though they've been a favorite among many consumers — some of the country's finer hotels and restaurants have it as their "house" wine, according to Dick — "Mom's Favorite" is being re-evaluated, he said, while the Smothers continue to upgrade their varietal bottlings.

"I do like the generic. It reaches a whole different buyer," Dick said, noting the wine's affordable pricing (\$3.99 a bottle). "Mom's Favorite" White is a blend of sauvignon blanc and chenin blanc with a hint of muscat canelli; the red a mix of barbera, pinot noir and zinfandel.

Smothers Brothers Wines are sold in about 35 states now. That, in itself, poses problems for the barnstorming brothers, who have been out on the buzz-saw, take-the-show-on-the-road circuit for a number of years now. The demands of show business take time away from the business of wine.

"IT'S HARD ENOUGH to have a

small, boutique winery and stay on top of each account," said Tom.

Things are not apt to be any less hectic in the near future for the Smothers Brothers. Plans are in the works for a new Smothers Brothers television series in the next year or so. They continue to do TV commercials. And, oh yeah, there's that endless grind of the road.

"It's getting toward burnout time," Tom conceded. "We've had six years straight on the road. Every five years a TV project comes up. So we're a year past our endurance level."

BUT THINGS LIKE where and

when to build a winery and the strain of keeping both their wine and show business careers healthy have not fueled any regrets. They relish their roles both on stage and in the vineyard.

"If I had the chance to make any changes," said Dick, "I would like to have gotten in it (wine business) 10 to 12 years sooner. And I would wish that I were better financed."

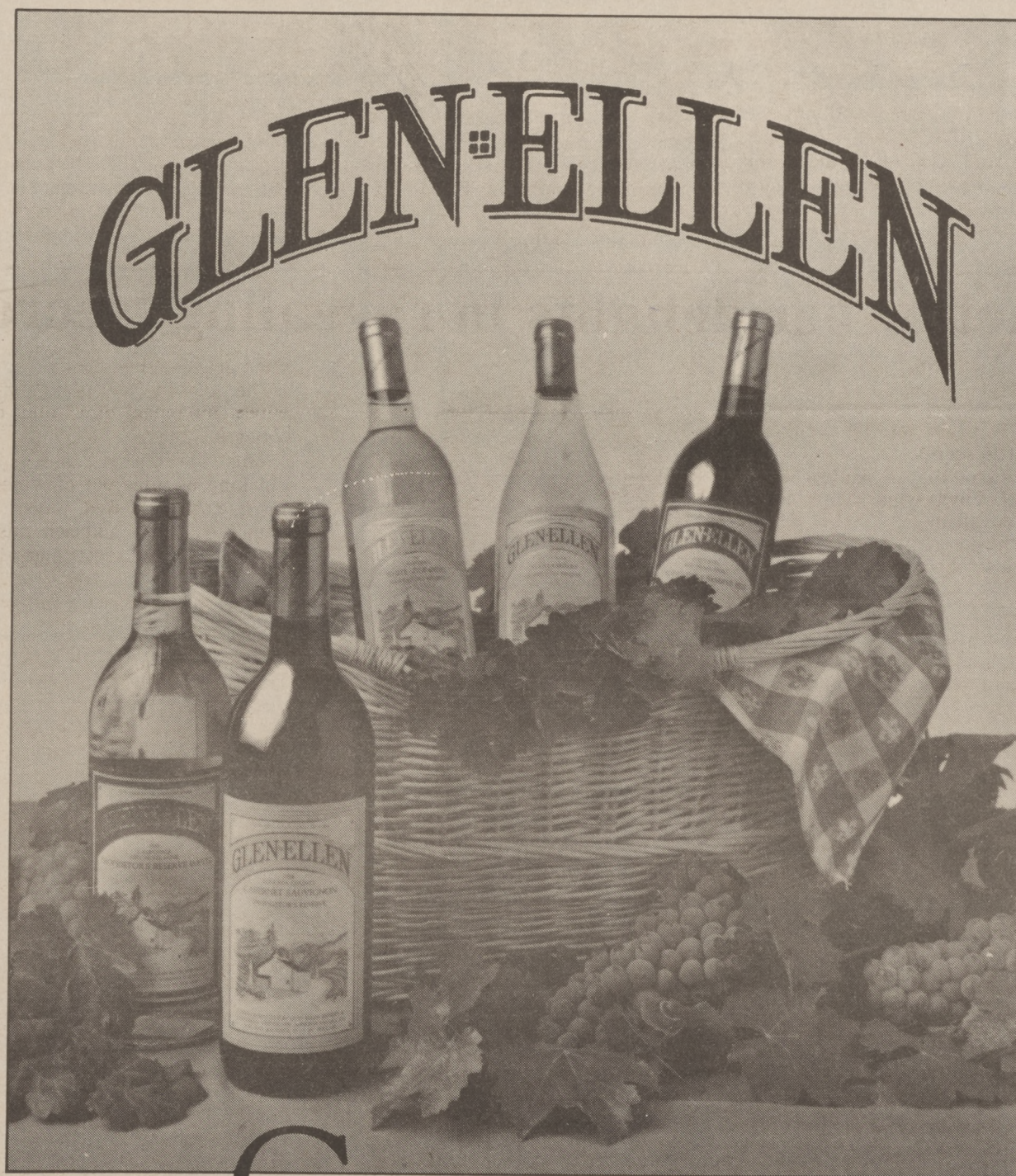
Tom, too, enjoys the excitement and challenge of being a gentleman grape farmer in the Valley of the Moon. And he has other reasons not to be discouraged: "After 10 years, I'm getting some respect — I'm getting a chance to drink my brother's wine."

Born in New York, the Smothers

attended schools in Southern California before enrolling at San Jose State in 1957. They began performing in 1959 and became legends at places like San Francisco's Purple Onion. They produced 10 albums, three of them gold records, and three network television series.

In the late sixties they were given their own show by CBS, "The Smothers Brothers Comedy Hour," a highly popular program that was abruptly cancelled in a swirl of controversy surrounding some Vietnam War-related material.

The Smothers Brothers Wine tasting room, located at 9575 Sonoma Hwy. (at Warm Springs Road), Kenwood, is open daily 10 a.m. to 4:30 p.m. Phone 833-1010.



Glen Ellen Winery consistently produces Award Winning highly drinkable wines at sensible prices.

Visit our new tasting room where you'll find all our fine wines, plus some not available elsewhere.

Open for tasting and purchase daily 10-4.

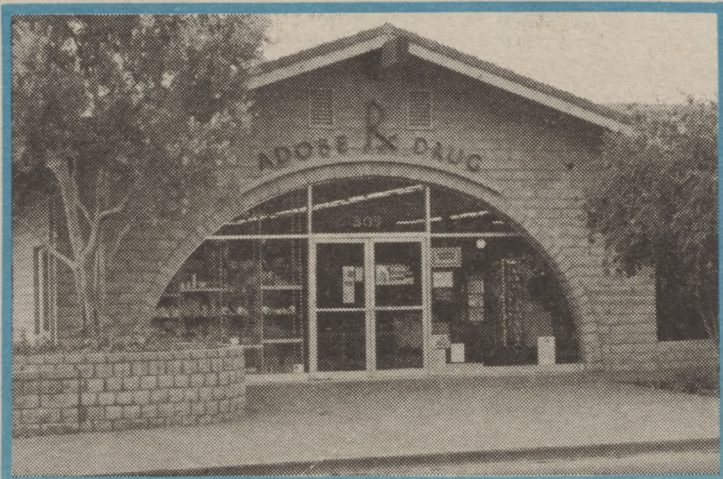
1883 London Ranch Road

Glen Ellen, California

(707) 996-1066

Adobe Drug

Where your health and our old-fashioned service are important.



Adobe Drug has been a part of Sonoma since 1951. Still family-owned, we believe our customers and their health are valuable. For over 36 years, we have been your dependable drug store.



Our pharmacists offer old-fashioned personal care—a chart system with our patients' records filed by NAME, not by number, so we can be sure medications don't conflict. Trust our efficient service, 24-hour emergency availability, and free delivery. Left to right: Ron Duer, Dan Phillips, Wally Hall, Gary Nelson. Our pharmacists are always available for consultations during store hours.



Adobe's Gift Department is chock full of everything you need or want for anyone on your gift-giving list. Roxie shows just a sampling of the elegant crystal on display.



Our full-service Cosmetics Department, led by Laura, Ruth, Stacy and Randi, is ready to help with any cosmetic or fragrance selection. (Missing from the photo is Barbara, who is also the Hallmark Dept. manager.)

Skip Melberg manages Adobe, as he has for the past 20 years, and makes certain that customers' needs are met.



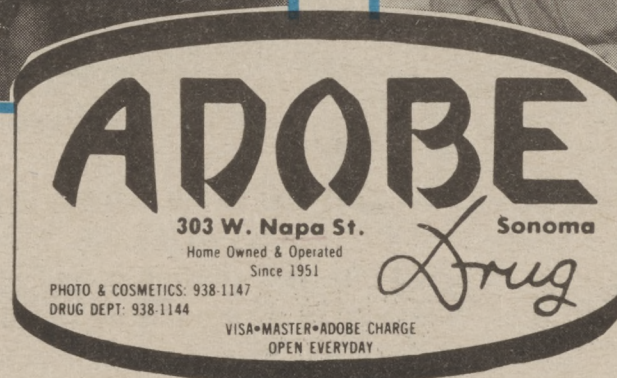
Lee Spomer handles our ostomy, convalescent, and receiving departments.



Our office staff, Jerry Ferreira, Rona Rocha and Kathy Gor keep all the office functions running smoothly.



Kelly, Debi and Carol are our resident photo experts and will aid you with record or tape selections, too.





Cover Design by Donna Bailey

Official Vintage Festival Program Inside

41st annual Valley of the Moon Vintage Festival

Official Program

Friday



6:30 p.m.

Patrons' Wine Tasting

Son. Barracks



Saturday

10 a.m. Festival Opens
 10:30 a.m. Blessing of the Grapes
 11 a.m. Bear Flag Revolt
 11 a.m.-3 p.m. Renaissance Music
 (Paul Stuart)
 11 a.m.-3 p.m. Puppeteers
 (Stephen Groll & Gil De La Rosa)
 11:30 a.m. Grape Stomp Contest
 12-5 p.m. Showcase Variety Show

Mission
 N.E. Plaza
 N.W. Plaza

Duck Pond

Amphitheater
 S.W. Plaza

12-5 p.m.

1 p.m.

1-5 p.m.

2 p.m.

3-5 p.m.

4 p.m.

9 p.m.-1 a.m.

Rich Dominique and the the Gator Beat
 (Bayou Country Rock)

Vallejo-Harasthy wedding

Placido Garcia Mariachis

Children's Parade

Schellville Southside Blues Band

Firemen's Water Fight

Vintage Daze 50's dance

S.E. Plaza

Mission

Strolling

Spain St.

Amphitheater

Spain St.

Veterans

Mem. Bldg.

Sunday

8 a.m. Vintage Run
 11 a.m.-3 p.m. River Choir (Madrigals)
 12 noon Grape Stomp Contest
 1 p.m. Vallejo-Haraszthy wedding
 2 p.m. The Big Parade

N.W. Plaza
 Amphitheater
 Mission
 Around the
 Plaza

2-5 p.m.

3-5 p.m.

3-5 p.m.

4 p.m.

East Bay Banjo Band

Synaps Contemporary Jazz

Otis Redding Memorial Band

Medal Presentations

TBA

S.E. Plaza

Amphitheater

Amphitheater

Saturday and Sunday continuously

Sonoma Artwork displayed in Northwest Corner of Plaza

Displays of Wine History and Winemaking (co-sponsored by the Sonoma Valley Vintners' Association)

Official Vintage Festival Program/Magazine is a supplement to **The Sonoma Index-Tribune** Published at 117 W. Napa St., Sonoma, CA 95476

Table of contents

The Program

President's welcome	A3
Festival officers and chairpersons	A3
Salute to supporters	A4
Patrons tasting, wine list	A5
Vintners celebrate first decade	A6
Plaza wine tasting	A6
Past Vintage presidents	A7
Grape blessing	A8
Grape Stomp Contest	A9
Vintage Festival Art Show	A9
Merchant window displays	A9
Marching grapes return	A10
Vallejo-Haraszthy Wedding	A11
Revamped '50s ball	A11
Firemen's Water Fight	A14
Community Center events	A14
Children's Parade	A14

The Plaza that was

1. The Mission	A17,19
2. Sonoma Barracks ('El Cuartel')	A20
3. La Casa Grande	A21
4. "Reeger Adobe" (Swiss Hotel)	A22
5. Salvador Vallejo Home	A22
6. Salvador Vallejo Adobe	A23
7. El Dorado Hotel	A23

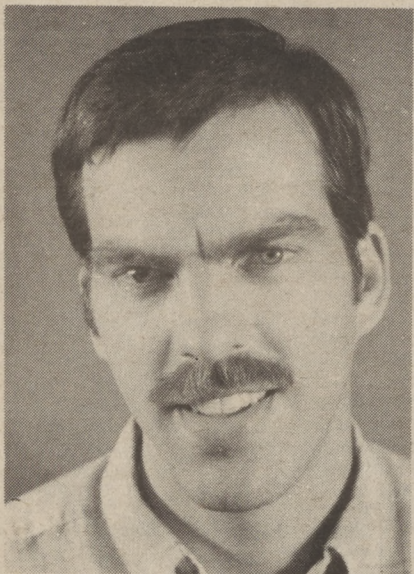
8. Lilburn Boggs Adobe	A24
9. Lesse-Fitch Adobe	A24
10. Vasquez House	A25
11. Union Hotel	A25
12. H.A. Green Courthouse	A25
13. Sam Morrow/Fred Duhring Adobe	A25
14. Christian Bruner's Adobe	A26
15. "The Poppe flats"	A27
16. Sears-Van Geldern Building	A27
17. La Casa del Billar	A27
Sonoma Plaza's history	A28-31

Wine Lords

Sonoma Valley winery owners

Sonoma Valley winery owners	
Adler Fels's David Coleman	B2
Arrowood's Richard Arrowood	B3
B.R. Cohn's Bruce Cohn	B4
Buena Vista's Marcus Moller-Racke	B5
Carmenet's Dick Graff	B6
Caswell's Dwight Caswell, Jr.	B7
Chateau St. Jean's Greg DeLuca	B8
Cecchetti Sebastiani's Roy Cecchetti and Don Sebastiani	B9
Coturri's Harry, Phil and Tony Coturri	B10
Fallenleaf's Harry Cohn	B11
Gloria Ferrer's Pedro and Jose Ferrer	B12

Glen Ellen's Bruno Benziger	B13
Grand Cru's Walt and Tina Dreyer	B14
Gundlach-Bundschu's Jim Bundschu	B15
Hacienda's A. Crawford Cooley	B16
Hanzell's Bob Sessions	B17
Haywood's Peter Haywood	B18
Robert Hunter	B18
Kenwood's Mike and Marty Lee, John Sheela and Neil Knott	B19
Kistler's Stephen Kistler	B19
Laurel Glen's Patrick Campbell	B20
Matanzas Creek's Sandra and Bill McIver	B20
Las Montanas' Aleta Apgar Olds	B21
MacRostie's Steve MacRostie	B22
Napoli's Napoli Lehnert	B22
Ravenswood's Joel Peterson	B23
Richardson's Dennis Richardson	B23
Sam J. Sebastiani	B24
Sandy Creek's Frank Reis	B24
Sebastiani's Sylvia Sebastiani	B25
Smothers Brothers' Tom & Dick Smothers	B26
Sonoma Hills' Terry Votruba	B26
St. Francis' Joseph Martin	B27
Sugarloaf's Richard and JoAnn Puttbach	B28
M.J. Vallejo's Robert Cannard	B28
Valley of the Moon Winery's Harry Parducci	B29
Van Der Kamp's Martin Van Der Kamp	B30
Vinet's Robert Rex	B30



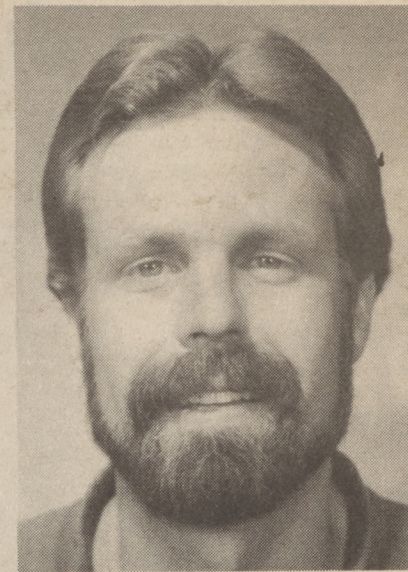
ERIC MORRISON
President



KEN AFRICA
1st Vice-president



SHARON STUCKEY
First Vice-President



JOHN MESERVE
Second Vice-President

President's welcome

On behalf of the Board of Directors for the Valley of the Moon Vintage Festival, I would like to welcome you all to the 90th anniversary celebration.

The Valley of the Moon has changed much in the past 90 years. As the board came together for 1987 we saw the need for a new enthusiasm in support of our local event. The dedication of this small group of 21, along with hundreds of local merchants and businesses has been phenomenal.

Only in this place can you find such a "patriotic" style town atmosphere.

Sonoma Valley is history, without which California would be the poorer. We are, colorful, unique, and caring in Sonoma, and have an abundance of world-wide flavor that brings everything together, and makes the Vintage Festival that much more of a celebration.

Welcome to the 1987 Valley of the Moon Vintage Festival, may God bless the people, and the harvest of Sonoma.

Eric Jay Morrison
President 1987

People who made it all happen

1987 Festival officers

1987 Board of Directors
Executive Board of Directors

President:	Eric Jay Morrison
1st Vice President:	Kenneth C. Africa
	Sharon Stuckey
2nd Vice President:	John Meserve
Recording Secretary:	Patty Morrison
Corresponding Secretary:	Kasey Capener
Treasurer:	Pat Goin
Parliamentarian:	Evie Osborn

Melba Becerra	Janet Montgomery
Valerie Brown	Kathy Osburn
Charles Cook	Linda Richey
Nancy Dibella	Anna Sue
Chris Finlay	Schlobohm-Durrett
Marybel Hill	Kathy Swett
Joan Howarth	David Williams
Voc.:	Lynn Southerland
Alternate:	Donita Jacoboni

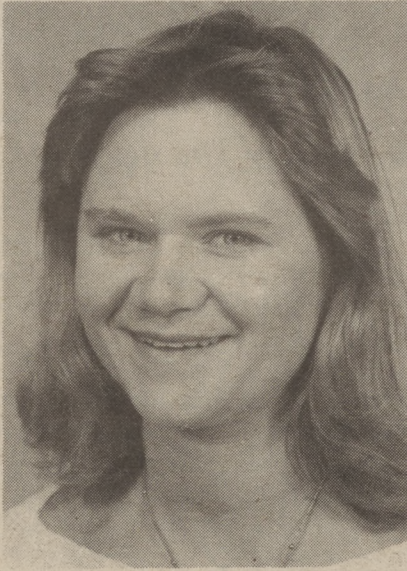
Chairing the Festival events

1987 VALLEY OF THE MOON VINTAGE FESTIVAL

President:	Eric Jay Morrison
Bear Flag Revolt:	Charles Cook
Blessing of the Grapes:	Melba Becerra
Booths:	Evie Osburn
Costumes:	Patty Morrison
Directors Banquet:	Valerie Brown
Entertainment:	Joan Howarth
Fireman's Water Fight:	Kathy Osburn
Grape Stomp:	Eric Jay Morrison
Hospitality:	Pat Goin
Children's Parade:	Kathy Swett
Main Parade:	David "Lumpy" Williams
Patrons:	Anna Sue Schlobohm-Durrett
Posters:	Nancy Dibella
Public Relations:	John Meserve
Security:	John Meserve
T-Shirts:	Linda Richey
Vintage Ball:	Valerie Brown
Vintage Festival Booth:	Kasey Capener
Wedding:	Janice Montgomery
Wine Tasting:	Chris Finlay
Wine Making:	Lynn Southerland
Windows:	Marybel Hill



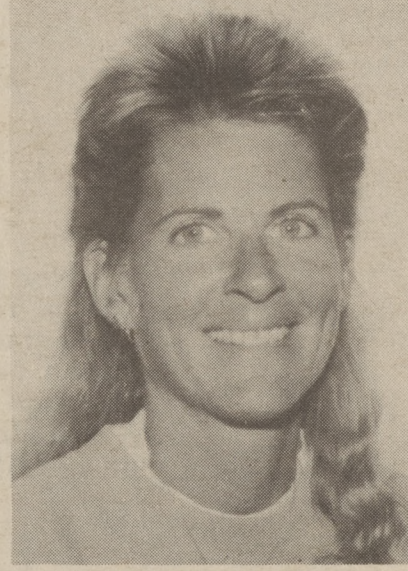
PAT GOIN
Treasurer



PATTY MORRISON
Recording Secretary



EVIE OSBURN
Parliamentarian



KASEY CAPENER
Corresponding Secretary

Saluting Valley of the Moon Vintage Festival supporters

This year we would especially like to thank those people and businesses who have given their time, money, and merchandise in support of the Valley of the Moon Vintage Festival. There may be some that we have not listed, please accept our special thanks!

Adobe Drug
Albertsons
Arrangements Unlimited
Bank of America
Broadway Market
Brocco Trucking
Buena Vista Winery
California Parks and Recreation (Sonoma Office)
Bob Carver
Dave Chavoya
City of Sonoma
City of Sonoma Fire Department
City of Sonoma Parks Department

City of Sonoma Police Department
Clover Stornetta Dairy
Community Assistance Program
Richard & Patti Correll
County of Sonoma Hotel Bed Tax
Chief Dennis Erickson, Skaggs Island
Ginos
Glen Ellen Scientific
Gundlach-Bundscho
Val Haraszthy
Vicki Haraszthy
Steve Hayes
Michael Judah
Donita Jacoboni
John Keester
Kenwood Fire Department
Jane Leach
Longs Drugs
Bill Lynch
Malvitz Trucking
Marioni's
Jim & Bev McCombs

Petty Officer Mike McGrath, Skaggs Island
Mel's Diner
Stephanie Moore
Claudia Morris
Father Mario Munari
Nicholas Turkey Breeding Farms
Dennis O'Neil
Vince Parisi
Mike Peck
Petaluma Property Patrol
Phil Pels
Jesse Perkins-Skaggs Island Club Mgr., Chef
Skaggs Island
The Otis Redding Memorial Blues Band
Myron Reese
Louise Richards
Darryl Ross
Ruggles
St. Francis Solano Catholic Church
Susan Scarbrough
Schellville Fire Department
Karen Shouse

Larry Shultze
Sebastiani Theater
Sebastiani Vineyards
Jim Seward
Skaggs Island
Sonoma Chamber of Commerce
Sonoma Cheese Factory
Sonoma French Bakery
Sonoma Index-Tribune
Sonoma Market
Sonoma Mission Inn
Sonoma Print Shop
Sonoma Sausage Company
Sonoma Tops & Trophies
Sonoma Valley Vintners and Growers Association
Sonoma Valley Visitors Bureau
Sonoma Wines & Spirits
Lynne Southerland
Studio 10
Varian Marie Catering
Vineyard Shopping Center/Jerry Shaffer
David Wheatley



435-439 First St. West

THE RUGGLES BUILDING

Sonoma, California

This historic building on the Plaza is over 100 years old.

This was the "Pink Cellar" when the Aguilon Winery used it for wine storage. Early in this century, the false front and a store front were added. The frame building, in turn, became a billiard parlor, harness shop, grocery store, poultry and feed operation and home for more than one family. In 1931, the Ruggles family opened their variety store here.

Today, Ruggles Music & Art Supplies meets the needs of many local musicians and artists. Everything from acrylic paints to zithers.

Next door, Sign of the Bear offers a wide selection of kitchenware, tableware and unusual gifts for the home. Everything from artichoke plates to zesters.

In April, 1985, the Ruggles Building became the City's first historic landmark.

Gala patrons wine tasting tonight

Tonight from 6:30 to 9 p.m. the Vintage Festival begins with its gala wine-tasting event for patrons.

The tasting will feature Sonoma products including wines from 27 Sonoma Valley vintners and other local products such as cheese, French bread, and sausage. Mariachi music will be provided.

Each patron will also receive a complimentary souvenir wine glass. Due to many requests, additional wine glasses will be available for purchase at the tasting for \$1.50.

As has been the case for the past five years, this event is again a sell-out, and some 600 patrons and guests are expected to attend. No tickets are available at the door. This event is the Vintage Festival Board of Directors' way of saying "thank you" to the patrons who donated \$20 (or more) per person. Without these donations, there would be no Vintage Festival.

Last year's tasting was "dampened" by rain. It should be noted that the tasting will be held again this year in the Sonoma Barracks, and will continue "rain or shine."

Interested parties who were not on this year's patrons list may write to Vintage Festival Association, P.O. Box 652, Sonoma, CA 95476 for information about next year's event.

WE ARE GRATEFUL to the members of the Sonoma Valley Vintners Association for their generous support.

The following wines will be presented at the Patrons' Tasting:

Adler Fels—1986 Sauvignon Blanc, Sonoma County; 1986 Gewurztraminer, Sonoma County.

Buena Vista—1986 Gewurztraminer; 1986 Steelhead Run Blanc de Pinot Noir; 1983 Pinot Noir.

Carmenet—1985 Sonoma Valley Sauvignon Blanc; 1984 Estate Red.

Chateau St. Jean—1984 Chardonnay, Belle Terre Vineyard; 1986 Gewurztraminer, Sonoma County.

B.R. Cohn—1985 Estate Chardonnay; 1986 Barrel Reserve Chardonnay.

Coturri—1983 Sonoma Valley Chardonnay; 1985 Sonoma Valley Zinfandel; 1983 Sonoma Valley Cabernet Sauvignon.

Glen Ellen—1986 Fumé Blanc; 1984 Estate Cabernet Sauvignon; Proprietors Reserve Chardonnay; Proprietors Reserve Cabernet Sauvignon.

Gloria Ferrer—NV Gloria Ferrer Brut.

Grand Cru—1986 Sauvignon Blanc, Sonoma County; 1985 Gewurztraminer, Alexander Valley; 1984 Cabernet Sauvignon, Sonoma County.

Gundlach-Bundschu—1985 Sonoma Reisling; 1983 Batto Ranch Cabernet Sauvignon.

Hacienda—1985 Chardonnay; 1982 Cabernet Sauvignon.

Hanzell—1983 Pinot Noir; 1983 Cabernet Sauvignon.

Haywood—1985 Chardonnay; 1985 Zinfandel.

Kenwood—1986 Sauvignon Blanc; 1984 Jack London Ranch Cabernet Sauvignon.

Las Montanas—1984 Zinfandel; 1984 Cabernet Sauvignon.

Laurel Glen—1983 Cabernet Sauvignon.

Ravenswood—1986 Sangiacomo Chardonnay; 1985 Old Hill Ranch Zinfandel.

Richardson—1986 Sonoma Valley Chardonnay; 1984 Sonoma Valley Cabernet Sauvignon.

Robert Hunter—1983 Brut de Noirs.

Sam J. Sebastiani—1985 Sauvignon Blanc; 1985 Chardonnay; 1984 Cabernet Sauvignon.

Sebastiani—1985 Sauvignon Blanc; 1986 Sylvia's Symphony; 1984 Merlot.

Smothers—1985 Remick Ridge Sauvignon Blanc; 1985 Sonoma Chardonnay; 1983 Alexander Valley Cabernet Sauvignon.



Sonoma Hills—1985 Chardonnay.
St. Francis—1986 Gewurztraminer; 1984 Estate Merlot.

Valley of the Moon—1986 Semillon Reserve; 1986 White Zinfandel; 1984

Zinfandel Reserve.

M.G. Vallejo—1986 Fumé Blanc; 1986 Chardonnay; 1986 White Zinfandel; N.V. Merlot; 1984 Cabernet Sauvignon.

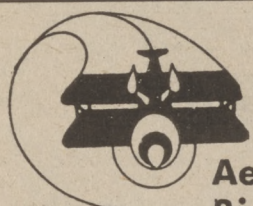
A Cause To Remember

Convent **Priests' House** **Trade School** **Shops** **Animal Shelter** **Group Home** **Greenhouse** **Infirmary** **Dining Hall** **Library** **Arts** **School** **Auditorium** **Gym** **Pool** **Administration** **Rec Hall** **Cottages** **Athletic Field**

IN THE VALLEY OF THE MOON

Hanna Boys Center

Contact Noel Mertens, Public Relations & Development Officer
17000 Arnold Dr., P.O. Box 100, Sonoma, CA 95476 (707) 996-6767



**Aerobic
Bi-Plane
Rides**

Bi-Plane Rides
Flight Instruction
Gift Certificates

**Aero
Schellville**

23982 Arnold Drive
Schellville
938-2444

Sonoma Valley Vintners celebrate a decade of growth

The Sonoma Valley Vintners Association is a group of wineries located in the southeastern part of Sonoma County who have joined together for the purposes of exchanging ideas, discussing common problems, promoting the region as a whole, and enjoying each others' company.

Now in its 10th year of incorporation, the association includes several larger established wineries and many newcomers.

Many are small and family-owned with a personal touch appealing to visitors.

In all, the emphasis has been on the quality of the wines, the preservation of natural resources and on maintaining a close working relationship with grape growers.

Through these efforts, wines produced in Sonoma Valley are now being recognized as some of the world's finest.

The Sonoma Valley Vintners Association was formed in January 1975 when the Articles of Incorporation were drawn up by the original members for submission to the State of California and signed by the Secretary of State, March Fong Eu.

THE FIRST Board of Directors for the group included Frank H. Bartholomew, president of Buena Vista Winery and Vineyards; R.B. "Brad" Webb, wine consultant for several local wineries; John Merritt, Jr., winemaker at Gundlach-Bundschu Winery; Allen B. Ferrara, part owner of Grand Cru

Vineyards; Michael J. Lee, owner of Kenwood Vineyards, and Gino Zepponi and Norm DeLeuze of ZD Wines.

The articles declared the organization a "non-profit association" formed for the purposes of engaging in any activity connected with the production, harvesting, processing and bottling of the product; the manufacturing, selling or supplying to its members of machinery, equipment or supplies; or the financing of any such activities.

Today the Association's activities

are basically promotional and fraternal, the focus being to bring national attention to the area as an exceptional wine-producing region, and to support local events and promotions of Sonoma Valley wines and grapes.

In 1979 the relatively informal group of vintners had to become more organized in order to conform with the federal government's changing regulations regarding appellation designation on wine labels.

A 1½-year study was conducted be-

fore submitting an application to the Bureau of Alcohol, Tobacco and Firearms.

Approval was necessary if Sonoma Valley were to be used as the appellation or origin on wine labels as of January 1983, when federal regulations went into effect.

REVISED LAWS demanded geographic grape-growing regions to be defined and that 85 percent of the

Turn to next page

Wine tasting in Plaza Saturday and Sunday

Visitors to the Vintage Festival this weekend have an opportunity to taste local wines offered by 23 local vintners at a special tasting area set up in the northeast quadrant of the plaza near the Bear Flag monument.

Open from 12:30 to 5 p.m. Saturday and Sunday, the tasting program is sponsored by the Sonoma Valley Vintners Association.

All wines are available by 2 oz. taste (1 ticket) or 4 oz. glass (2 tickets). A \$5 souvenir glass is also offered (3 tickets). Proceeds from the tasting benefit Catholic Community Services Auxiliary and the Valley of the Moon Vintage Festival Association.

Wines offered include:

Adler Fels 1986 Sauvignon Blanc, Sonoma County and 1986 Gewürztraminer, Sonoma County; Buena Vista 1986 Chardonnay, 1986 Steelhead Run Blanc de Pinot Noir, and 1986 Gewürztraminer; Carmenet 1985 Sonoma Valley Sauvignon Blanc and 1984 Estate Red; B.R. Cohn 1985 Estate Chardonnay;

Glen Ellen 1986 Fumé Blanc, Proprietors Reserve Chardonnay, Proprietors Reserve Merlot, and Proprietors Reserve White Zinfandel; Gloria Ferrer NV Gloria Ferrer Brut; Grand

Cru 1986 Sauvignon Blanc, Sonoma County, 1985 Gewürztraminer, Alexander Valley, and 1984 Cabernet Sauvignon, Sonoma County;

Gundlach-Bundschu 1986 Gewürztraminer and 1983 Rhinefarm Cabernet Sauvignon; Hacienda 1985 Sauvignon Blanc, 1985 Gewürztraminer and 1982 Cabernet Sauvignon; Hanzell 1983 Cabernet Sauvignon; Haywood 1985 Chardonnay and 1985 Zinfandel; Kenwood 1986 Sauvignon Blanc and 1984 Zinfandel;

Las Montanas 1984 Zinfandel and 1984 Cabernet Sauvignon; Laurel Glen 1983 Cabernet Sauvignon; Ravenswood 1985 Sonoma Zinfandel; Robert Hunter 1983 Brut de Noirs; Sam J. Sebastiani 1985 Sauvignon Blanc, 1985 Chardonnay and 1984 Cabernet Sauvignon;

Sebastiani Vineyards 1986 Chardonnay, 1986 "Eye of the Swan," 1986 White Zinfandel, and 1984 Merlot; Sonoma Hills 1983 Chardonnay; St. Francis 1986 Gewürztraminer and 1984 Estate Merlot; M.G. Vallejo 1986 Fumé Blanc, 1986 Chardonnay, 1986 White Zinfandel, NV Merlot, and 1984 Cabernet Sauvignon;

Valley of the Moon 1986 Semillon Reserve, 1986 White Zinfandel, and 1984 Zinfandel Reserve; Van der Kamp 1985 Mid-night Cuvee (Brut Rosé).



Custom Upholstery, Handmade Oriental Rugs & Dhurries

Harmonically Correct Aluminum Wind Chimes

Gifts from India (shawls, jewelry, etc.)

Verano Interiors

19411 Riverside Drive at W. Napa St., Sonoma (Downey Home Center)

Mon.-Fri. 9-5



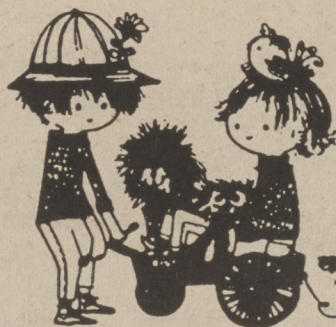
Sat. 10-2

Chanson D'Amour ELEGANT JEWELRY



Original and Estate Jewelry
464 First St. E., Place des Pyrenees
935-1359

Children's Faire



Girls Infants-Size 14
Boys Infants-Size 7

SONOMAF
MARKETPLACE

201 W. Napa St.
Sonoma, CA 95476
(707)996-0666

Mon.-Sat. 10-6 Thurs. 'til 8 Sun. 12-4

Vintners Association cont.

wines be made from grapes grown within that area.

Three maps were a part of the application, showing soil, climate and location, in order to clearly differentiate Sonoma Valley from the rest of the country.

In charge of the project were John Merritt, president of Gundlach-Bundschu, and Tom Stutz, secretary of the Sonoma Valley Vintners Association and vineyard manager at Hanzell.

Membership at the time included Buena Vista Winery, Chateau St. Jean, Grand Cru Vineyards, Gundlach-Bundschu Winery, Hacienda Winery, Hanzell Vineyards, Kenwood Vineyards and Matanzas Creek Winery. There were 4,000 acres of vineyards and 12 wineries in Sonoma Valley in 1979.

Sonoma Valley is sandwiched between the Sonoma and Mayacamas Mountains just north of San Pablo Bay. The specific boundaries, climatic and geographic characteristics were outlined in the petition submitted to the Bureau of Alcohol, Tobacco and Firearms.

The historical significance of the area as the birthplace of California viticulture was also considered reason to designate the appellation.

SONOMA VALLEY was recognized early in California's history as being an outstanding viticultural region.

In 1857, Count Agoston Haraszthy, the father of California winemaking, made is first major plantings on the land just around the town of Sonoma.

The climate in Sonoma Valley is characterized by hot, sunny days and cool, foggy nights, conducive to growing premium grapes.

The fertile soil was derived from volcanic eruptions of the mountains encircling the valley. Sonoma County is a region of many microclimates which allow for a variety of grapes to be grown.

Today the Sonoma Valley Vintners Association includes 30 members: Adler Fels, Buena Vista Winery, Carmenet Vineyard, Chateau St. Jean, B.R. Cohn, Coturri, Glen Ellen, Gloria Ferrer Winery, Grand Cru Vineyards, Gundlach-Bundschu Winery, Hacienda Winery, Hanzell Vineyards, Haywood Winery, Kenwood Vineyards, Kistler Vineyards, Laurel Glen Vineyard, Matanzas Creek Winery, Ravenswood, Richardson Vineyards, St. Francis Vineyards, Sebastiani Vineyards, Robert Hunter, Valley of the Moon Winery, Van der Kamp Champagne Cellars, M.G. Vallejo Winery, Las Montanas, Sam J. Sebastiani Wines, Napoli Cellars, Sugarloaf Ridge Winery and Sonoma Hills.

The vintners and growers in the Valley share a very special cooperative relationship, unusual in the industry. Many growers have supplied the same wineries exclusively for years.

A GREAT DEAL of interaction takes place between the two parties to determine which grape varieties to plant and how to best accommodate the wineries.

The "spirit of camaraderie" is perpetuated in social events, including an annual picnic planned every August by

the wineries for all 150 growers in the Valley and their families.

Growers are voluntarily assessed \$3 per ton of grapes to help support the Sonoma Valley Vintners Association, and a representative for the growers serves on the board of directors each year with an equal vote on all issues.

Current officers for the Sonoma Valley Vintners Association include Patrick Campbell of Laurel Glen Vineyard, president; Doug Davis of Sebastiani Vineyards, vice-president; Joe Benziger of Glen Ellen Winery, secretary; Jeff Baker of Carmenet, treasurer; Jim Bundschu of Gundlach-Bundschu, at-large member; and George MacLeod, grower representative.

Past Vintage Festival presidents

★ 1947 James F. Lyttle
1948 Daniel Ruggles
1949 August Pinelli
★ 1950 Mrs. Orson Linn
★ 1951 Howard Blank
★ 1953 Charles Cochran
★ 1954 Carolyn Wolfe
★ 1955 Harry Phinney
★ 1956 E. L. Richardson
★ 1957 Esther Pagani
Gowans
★ 1958 Esther Pagani
Gowans
★ 1959 Col. J. V. Thebaud
★ 1960 Edgar Waite

★ 1961 Louise Vela
1962 Hudson Auberlin
1963 R. H. "Bob" Brown
1964 Ray Sampson
1965 George Powell
1966 Robert Cannard
1967 Henri Maysonave
1968 Dr. Allan Querin
1969 Jack Adams
1970 Col. Paul Walker
1971 Col. Paul Walker
1972 Merlyn Hunter
1973 Dr. Ralph Kelly
1974 Sue Stanley
1975 Toni Schaffner-Ettinger
1976 Elaine Sheffer

1977 Dorene Musilli
1978 Dorene Musilli
1979 Frank Cummings
★ 1980 Evan Ross
★ 1981 Evan Ross
★ 1982 Evan Ross
★ 1983 Tom B. Michelis
1984 Gary and Beth
Cramer
1985 Eric Morrison
1986 Eric Morrison
★ Deceased



Sonoma Valley Inn has what you're looking for!



One block off the Plaza, walking distance to 17 restaurants, fine shopping, art galleries, antique stores and historical sites. Short driving distance to 22 premium wineries. Air conditioned rooms, heated pool, spa, 24-hour switchboard, woodburning fireplaces, color TV, meeting and conference rooms, complementary wine, continental breakfast and much more.

We want to be your inn

Whether you already live in the Valley of the Moon or you're just visiting, we'd like you to make Sonoma Valley Inn yours — your extra bedroom for guests or your "home" in the country.



SONOMA VALLEY INN

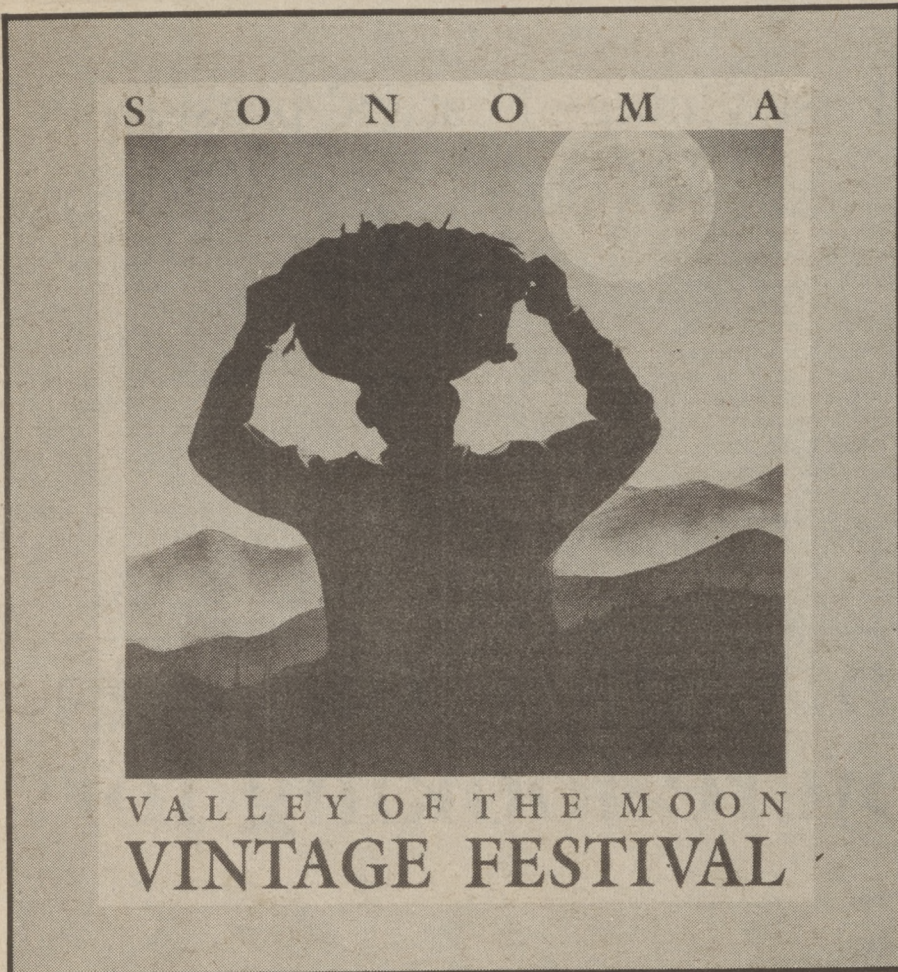
"Old World Ambiance in the Valley of the Moon"

550 Second Street West Sonoma, CA 95476 707/938-9200 1-800-334-KRUG

Norman Krug

Sincerely,
Norman Krug, owner





Vintage Festival poster available

The Valley of the Moon Vintage Festival poster, designed by Allan Fiske, is available at the Festival and at the following stores: Tops and Trophies in the Vine-Yard Center; Tail-waggers on Highway 12 in Agua Caliente; Sonoma Wine and Spirits at 551 Fifth St. W; Mission Hardware on the Plaza; Adobe Drug; Berto's and Animal House, both at the Sonoma Market Place; The Framery, 762 Broadway; and at three Valley wineries, Buena Vista, Gundlach-Bundschu and Valley of the Moon. The poster is sold for \$5.



Grapes and wine to receive blessing Saturday morning

The Vintage Festival's traditional Blessing of the Grapes, will be held at 10:30 a.m. Saturday at the Sonoma Mission. Sonoma Valley wineries also have been invited to bring bottles of their wine to be blessed by Rev. Mario Munari, pictured above with altar boys Tiger Curotto (l) and Pat Alcayaga. In costume, in the background are (l to r) Linda Richey, Patty Morrison, John Pelton, Lynn Southerland, Chris Finlay and Eric Morrison.



the loaf of legend, wine and thou in
God's chosen spot — The Valley of the Moon

**SONOMA
FRENCH
BAKERY**

470 First Street East, Sonoma
996-2691

Pastries and
Croissants
Merci!

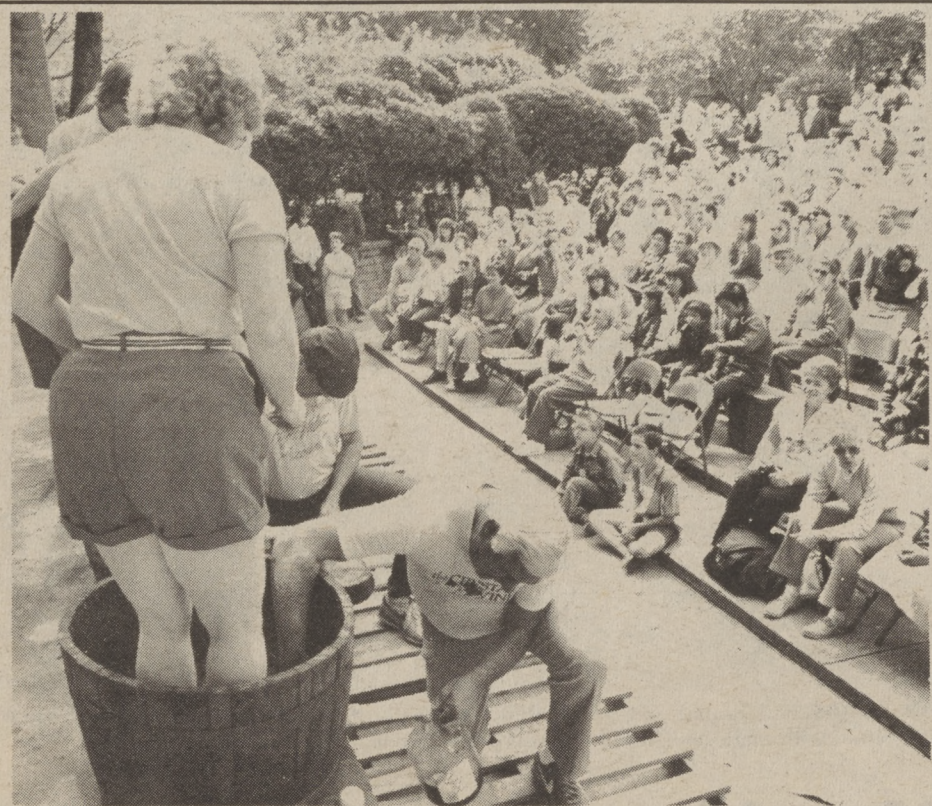
Hours: Wed.-Sat. 8 a.m.-6 p.m.
Sunday 7:30-12 noon
Closed Mon. & Tues.



SONOMA RENTAL CENTER

19425 SONOMA HIGHWAY • 938-0711





Grape Stomp Contest Saturday and Sunday

Twenty-four teams have signed up for this year's Vintage Festival Grape Stomp competition in the Plaza Amphitheater. Eighteen of the teams are in the merchant competition. Some of those teams include last year's winner, Sonoma Ford. The 1985 winner, Landmark Landscape, is also entered as well as Pacific Etching, Home Care Connections, My Office Or Yours, Littlefield and Sons, Gary Stein The Builder, Harvest Wines, Nicholas Turkey, T.J.'s Grill, Ma Stokeld's, La Casa, Northwest Title Company, Les' Auto and *The Sonoma Index-Tribune*. Open stomp teams include three from Skaggs Island: Adams, Skaggs Island Officers Association, and Skaggs Island Quarter C; Ron Littlefield and Gary Morse; Charlotte Herlong and partner and Eileen Garrison and Margie Mariani.

Early California theme at Vintage Festival Art Show

The annual Sonoma Valley Art Center Vintage Festival Art Show is held in conjunction with the Vintage Festival, 10 a.m. to 5 p.m. Saturday and Sunday.

The show this year has an early California flair this year, according to member Irma Wallem, a noted local author and artist.

Wallem, who will be one of the exhibitors, said Art Center members have been encouraged to dress in early California costumes.

The show, held in the northwest quadrant of the Plaza during the Vintage Festival, will be judged by Mabel Palmer and Junius Martin, Wallem said.

Awards are given for Best of Show, for first place, second place third place and honorable mention. Categories include oils, acrylic, watercolor, graphics, pastels mixed media and sculpture.

Chairpersons for the event are Kay Thege, Arlene Hahn and Shirley Roberts.

Maps at Plaza booth show tour of merchant window displays

Many of Sonoma's Plaza merchants, and businesses all over the valley have decorated their display windows for our annual window decorating contest.

Walk around the shops and take time to see the judges selections.

There were six categories as follows:

- Viticulture
- Valley of the Moon History
- Commercial (as stores were 100 years ago)
- Bicentennial of the Constitution

- Participant only (not wishing to be judged)

Each year a perpetual trophy is handed on to the best overall display. Last year's winner was Tops and Trophies. In addition each class receives first, second and third place ribbons.

This year's judges are Assemblywoman Bev Hansen; Barbara Sandborh, Sonoma County Arts Council and Barbara Freeman, designer.

Maps are available at the information booth in front of the Plaza.



Champagne dressing from...

Champagne Taste
For Women
(707)938-0858

On the Plaza
Sonoma

C.T. Man
For Men
(707)938-1434

Vintage Festival Dinner Specials At



Tues.-Sat.
Sept. 22-26

\$6.95-\$10.95

Poached Salmon with Glen Ellen Chardonnay Cream Sauce

Grilled Pork Chops with Ravenswood Zinfandel Glaze

Grilled Chicken Breast in a Buena Vista
Sauvignon Blanc Sweet Pepper Sauce

Top Sirloin Steak with Sebastiani Cabernet-Garlic Sauce

Pear Pasta with Seafood and Hacienda Port

These specials, and all our daily menu items, highlight the fine wines and local foods that make Sonoma great!



Dine at T.J.'s and "Dine Sonoma"
Open daily for breakfast & lunch
Dinners Tuesday-Saturday
529-1st St. West (in the Feed Store)
938-2122

When you bank,
you want someone
you can work with.



Pictured above: Ray Sullivan,
Vice President and Manager Sonoma Branch

We want the job.™

Sonoma Branch
35 West Napa Street
935-2010

Bank of America

Bank of America NT&SA

Member FDIC



JIM BUNDSCHU (center) and the Gundlach-Bundschu Marching Vineyard and Drill Team will return with more surprises in this year's Big Parade, 2 p.m. Sunday in the Plaza.

Marching grapes return in this year's Vintage parade

When one Sonoman heard the news he cried, "Oh wonderful, they're coming back."

After a year's absence, the Gundlach Bundschu Marching Vineyard and Drill Team will participate in Sunday's Vintage Festival Parade, which starts 2 p.m. at the Plaza.

"Last year we decided not to participate — it's a lot of work," admitted Stephanie Batanides.

But their non-participation had international repercussions. Apparently some folks came all the way from Germany with a video camera last year because they had heard about the group's 1985 entry. They were extremely disappointed, she said.

This year not only will the group participate, but also they promise an even bigger and better show.

"It's going to be a lot of fun," she promised.

Without giving away too many surprises Batanides did say that Vic Conforti will have a new role this year at the end of the parade, and Jim McCullough will be Billy Baccus.

Batanides is coordinating the event with the help of Bob Richards who is in charge of music and art; Conforti who's architectural adviser and costume designer; costumer Peg Johnson; and choreographer Stephanie Moore. Jim Bundschu provided the flatbed truck, and plays the alto sax in the band.

"He's a good sport with a great sense of humor," she said.

Her biggest job was to get 44 sets of maroon thermal underwear for the marchers and lots of balloons, she said.

"I had to drive all the way to Oakland to an Army surplus store for the underwear," she said.



A Grape Big Parade rolls 2 p.m. Sunday

Younsters ride the Marketplace float in last year's Vintage Festival Big Parade.



Wedding reenactment Saturday and Sunday

This file photo shows the Vintage Festival's reenactment of the 1863 Sonoma wedding between the Vallejo daughters and Haraszthy sons. This year's ceremony at 1 p.m. Saturday and Sunday, Sept. 26 and 27, in the Plaza will feature Val and Vicky Haraszthy as one of the couples. The Vintage Festival also features entertainment, food, wine, displays, a 2 p.m. parade Sunday and the Grape Stomp at 11:30 a.m. Saturday and 12 p.m. Sunday.

Otis Redding Memorial Band to play at revamped '50s ball

For the last two years the Vintage Festival has sponsored a formal ball on Saturday night at the Veterans Memorial Building.

This year formality will be disregarded. Tuxedos are in order only if you can get your date to wear her high school prom dress.

Yes, another '50s dance is in the making; however, those choosing to buy tickets at \$15 per person will be totally surprised by the transformation of the Veterans Building into a high school gymnasium without the smell of gym clothes left too long in the lockers.

Direct from Los Angeles, the Otis Redding Memorial Blues Band, led by Rich Correll (who brought E.T., Grand Marshall to the Children's Parade last year), will play songs to make you remember the days of bobby sox and poodle skirts from 9 p.m. until 1 a.m. During the evening there will be prizes

awarded for best costume, best dancers.

Dancers can take a break in the Sonoma Diner, serving hamburgers, fries, cole slaw, grilled cheese sandwiches and chili, complimented by a bottle of Coca-Cola. If you crave the sweeter things in life, you might prefer to get a milk shake or a malted milk at the soda fountain or maybe apple pie.

Whatever your choice, you can choose some tunes from the juke box and scope out your next dancing partner. Wine and spirits will be served in the gymnasium.

For those either too tired to dance, too stuffed to eat another bite or just wanting to take a break from the activity, a visit to the game room, set up with ping pong tables, Monopoly, Scrabble, Cootie and card games will be available.

Tickets may be purchased at Ruggles. Reservations can be made by calling Valerie Brown at 935-0338.

Meet Your REAL ESTATE PROFESSIONAL

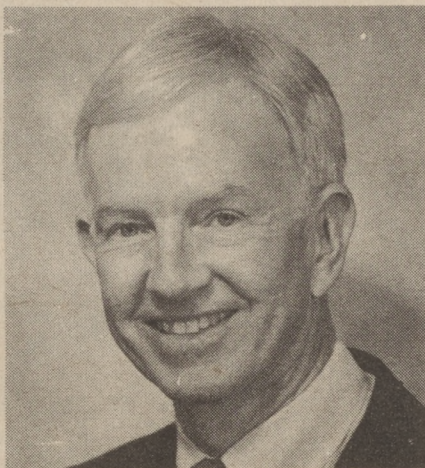


SANDY TANG

Having lived in Marin from 1955 until my move here last year, I spent many wonderful times in this lovely valley and always dreamed of being able to live and work here.

I began in real estate in 1971 in Marin and was with Scott-McCall (now TRI) since 1974. Now in Sonoma, I can use both my experience and love for the area to help you with your real estate needs.

Sonoma Valley Realty
18298 Sonoma Highway
Boyes Hot Springs
Office: 996-1093
Residence: 938-1591



BUD FISKE

A background in government finance and experience as a licensed general building contractor led me into the field of real estate sales.

As a professional Realtor®, serving the needs of both buyers and sellers in Sonoma Valley, I believe in establishing and maintaining a relationship of trust with each client; and providing the assistance and follow-through necessary to completion of a satisfactory transaction.

Let me help you with your real estate needs.

Sonoma Properties, Inc.
18340 Highway 12, BHS
938-1224

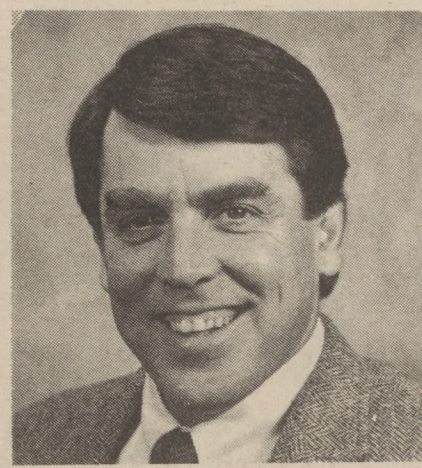


CYNTHIA WOOD

Recently honored by my company as a top producer and member of the "Silver Circle" with sales over \$4,000,000 in 1986. I serve Sonoma Valley clients with my membership in both the Sonoma and Marin County Board of Realtors®.

The real estate transaction is complex, filled with legal pitfalls and abounding in confusing financing choices. I can lead both buyer and seller through this maze of complex details to a successful sale.

Frank Howard Allen Realtors
400 Red Hill Ave., San Anselmo
Office: (415) 454-3000
Residence: (707) 996-3000



MICHAEL HEDLEY

No matter what the endeavor, a professional in the field is an asset. Anticipating the numerous problems which can occur during the escrow period is critical to a smooth transition of ownership.

Allow me to share my knowledge and experience with you. Simply call for an appointment.

Keegan & Coppin Co., Inc.
710 W. Napa Street
Sonoma (707)996-1661

Meet Your

12 Program

'87 Vintage Festival

REAL ESTATE PROFESSIONAL



LIN LIPETZ

Sharing the historic beauty of Sonoma with clients is one of my real pleasures in selling residential real estate. I am also an artist, interior designer and builder-designer of homes. Interests in preservation and cultural advancement have led me into community participation through the Cultural and Fine Arts Commission, Chamber of Commerce, Arts Guild of Sonoma and Sonoma Opera Board of Directors.

I specialize in quality service from property selection through close of escrow.

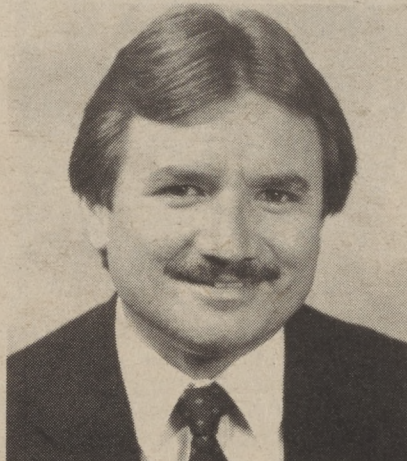
Tara Properties
393 W. Napa St., Sonoma
938-0355



JERRY MONTGOMERY
Loan Consultant

There is nothing like the feeling of owning your own home — the care and hours of hard work reflect your personality. I remember the first home I bought and truly enjoy being part of the process for others. Raised in Sonoma, it is a special pleasure to be able to provide helpful information and courteous service to valley residents. Let me help you make your home ownership dreams a reality.

First Nationwide Bank
127 E. Napa, Sonoma
938-1713/542-1360



MICHAEL MALLISON
Loan Consultant

We have made a commitment to residential lending which is unprecedented in the industry. First, we have developed a full line of residential mortgage loans designed to meet the needs of virtually every borrower. Second, we are committed to fast loan approval, which means less worrying about home financing. And, third, we are developing a proven team of real estate professionals, like Michael Mallison, who can provide the best service available in the marketplace today.

Columbia Savings
and Loan Association
3333 Mendocino Ave., Suite 140
Santa Rosa 523-4450



DON HARDISTER

Having lived in Sonoma and Napa counties all my life, building over 15 houses in the area, selling over 12 million dollars of real estate, being a lifetime member of the Million Dollar Club, graduating from the Ed Beckly, "No Money Down Seminar", having been nominated the "Key Man of the Year" by the Sonoma Valley J.C.'s, and now as Sales Manager for Realty World-Real Estate Marketplace, I have the experience to meet your real estate needs.

Realty World-REM
708 Broadway, Sonoma
938-5830



LINDA DeMARTINI

Being native to Sonoma, I have a lot of knowledge about our beautiful valley, plus twenty years of working in the construction field has given me the ability to understand the importance of finding the right home for each person. Being in real estate is a satisfying and rewarding experience for me. Hard work has led me to being top sales agent in our office for the past two years.

Realty World-REM
708 Broadway, Sonoma
938-5830



MICHAEL BUTLER

Having resided in Sonoma for over 10 years with my wife, Maureen and our three sons, I have had the pleasure of meeting many of you through my extensive background in income property management and most of the building trades. I am excited about our newly-formed Commercial Division and look forward to serving clients in the income property field.

Whether it's your first rental property or an apartment complex, let my experience work for you and your investment!

Realty World-REM
708 Broadway, Sonoma
938-5830



NICOLE MAKOVEC

As a resident of Sonoma Valley for over ten years, I have come to appreciate the special beauty of this area and take pride in representing properties here for both sellers and buyers.

Assisting people with their real estate needs for several years has been an enjoyable experience for me and I look forward to continued success in my profession.

Realty World-REM
708 Broadway, Sonoma
938-5830



ED TOBIN

Originally from New England, I first became acquainted with Sonoma Valley in 1966, while stationed at the Naval base at Skaggs Island. During this tour I married the former Diane Hawkins. After stops in Japan and Hawaii, we returned to Skaggs Island in 1974. Active in real estate since 1977, I want to say thanks to all my clients for their confidence and trust over the years.

Realty World-REM
708 Broadway, Sonoma
938-5830

Meet Your

'87 Vintage Festival

Program 13

REAL ESTATE PROFESSIONAL



CATHY SEVENAU

• Office Manger of RW-REM • Sonoma County Board of Realtors Member • MLS Member • Lifetime Member of Million \$ Club • Active in local youth & sports organizations.

I would like to thank all of you in the community who have bought or sold their homes through me. Most of you and your families have become friends of mine, and five years worth of new friends, experiences and education have helped me reach my professional real estate goals. Thanks.

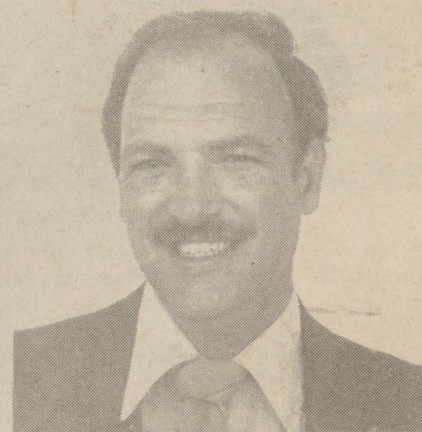
Realty World-REM
708 Broadway, Sonoma
938-5830



Ed Tobin, Art Fichtenberg-Broker, M. Joyce Leahy, Nicole Makovec, Virginia Ramlan, Nancy Erickson, Linda DeMartini, Cathy Sevenau-Office Manager and Steve Wolf. Not pictured: Don Hardister-Sales Manager, Brice Allen and Michael Butler.

Having recently joined Realty World, a nationwide company, our office is generating a lot of energy and excitement throughout our community. We've increased our staff and have new and exciting marketing techniques to offer. We've also added a commercial division to our staff. **WHETHER YOU ARE LOOKING FOR YOUR FIRST HOME, INVESTMENT OR EXCLUSIVE EXECUTIVE HOME, WE HAVE THE EXPERTISE TO SERVE YOU.**

Realty World-Real Estate Marketplace
708 Broadway, Sonoma
938-5830

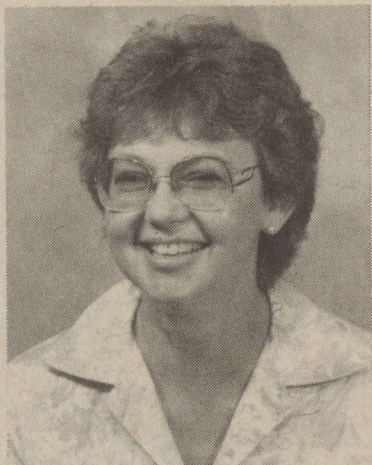


ART FICHTENBERG

Eleven years ago I began my career in real estate; two years later I obtained my broker's license and opened REM. This spring REM became part of Realty World, enabling me to better train my staff and provide my agents with powerful, up-to-date marketing tools.

My real estate endeavors include both residential and commercial sales with special interest in land division, development and investment. Consultation is an important service I offer my clients.

Realty World-REM
708 Broadway, Sonoma
938-5830



NANCY ERICKSON

Graduate: U.C. Berkeley; Golden Gate School of Law. **Affiliations:** Secretary, Sonoma Valley Council of Realtors®; Secretary, Membership Service Committee Board of Realtors®; Member, Women's Council of Realtors®; Former Academic Dean, San Francisco Law School. **Personal Background:** Native of Napa; married; 3 married sons; 2 granddaughters; Kimberly Geiger's aunt.

With my background, I understand the needs of families and believe in a professional approach to real estate.

Realty World-REM
708 Broadway, Sonoma
938-5830



M. JOYCE LEAHY

A decade of extensive travel taught me a great deal about values and priorities when purchasing a home. So, in 1982 when it came time to settle, Sonoma was an easy choice for me and my family. I've put that knowledge to work on behalf of my many satisfied clients. Remember me when you think about real estate.

Realty World-REM
708 Broadway, Sonoma
938-5830



STEVE WOLF

For 11 years I've worked, shopped and raised a family in Sonoma. I love this community and enjoy sharing it with those who want to move across town or into town. Selling or buying real estate can be a complex process involving sophisticated marketing skills and creativity in developing workable solutions for buyer and seller. I'm trained, caring and experienced.

Call me about your real estate needs.

Realty World-REM
708 Broadway, Sonoma
938-5830



VIRGINIA VICTORIA RAMLAN

I'm an avid lover and reader of mysteries. Searching out houses for people and finally getting a good match is a little like unraveling a mystery. I enjoy, too, being an escrow manager, pulling all the paperwork, legalities and finances together to bring those good matches to a timely and successful close.

I always visualize the best price in the least amount of time with the least inconvenience to the buyer and seller.

Realty World-REM
708 Broadway, Sonoma
938-5830



Firemen's water fight Saturday

The firemen's wet and wild water fight is scheduled 4 p.m. Saturday this year on Spain Street. Valley departments, pitted against each other, push a beer keg with their hoses.

Community Center offers variety package for the Vintage Festival

All too often one of the best-kept secrets of the annual Valley of the Moon Vintage Festival is the Sonoma Community Center at 276 E. Napa St., less than a block east of the Plaza.

Venture Club offers Vintage photographs

The Venture Club of Sonoma Valley will again present a vintage costume, prop and accessory photography booth at the Vintage Festival.

The club is an organization of young business and professional women sponsored by Sonoma Valley Soroptimist International. Since 1983 the group has done successful fundraisers benefitting the high school computer lab, Pets' Lifeline and the Family Center.

The photo booth offers a sepia-tone finish picture of families, couples, groups or individuals on both Saturday and Sunday this year.

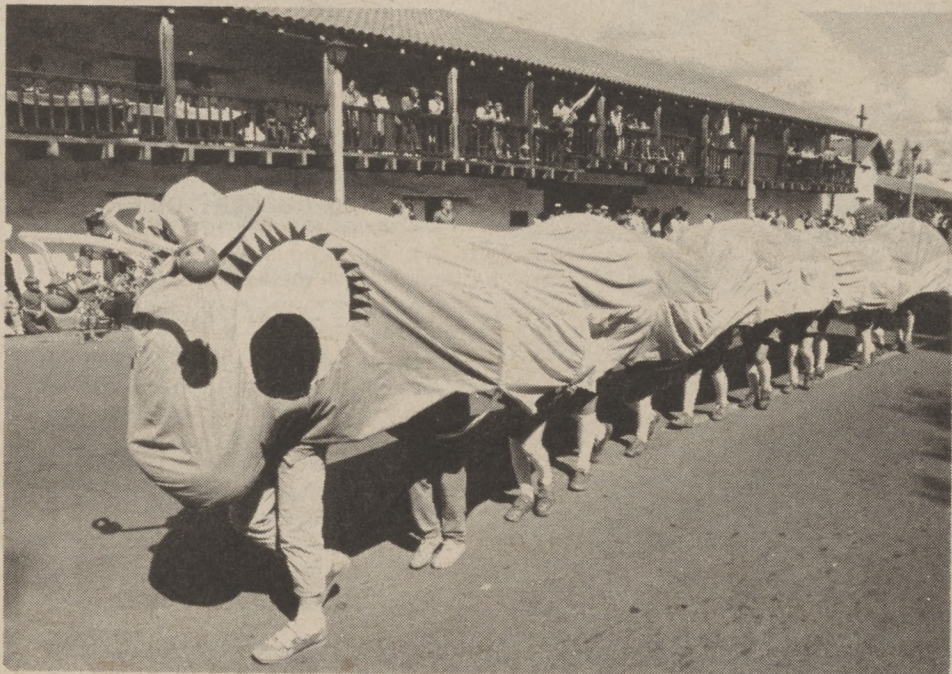
Jerry Casson and members of her committee have sent out the word that this year there will be more indoor and outdoor booths than ever before, offering handicrafts, art, jewelry and many other handmade treasures by some of Sonoma Valley's most skilled artisans.

In addition, the Valley of the Moon Garden Club will present its 39th Annual Garden Show at the Center.

The club also staffs the "Kountry Kitchen" with its tasty, home-made snacks and refreshments.

"If you haven't taken advantage of the Center's many Vintage Festival special offerings, you've been missing something," said Casson who is continuing as director of the Community Center festival features despite suffering a stroke earlier this year.

The hours for the Community Center activities are 10 a.m. to 5 p.m. Saturday and Sunday, Sept. 26 and 27.



Don't miss the Children's Parade Saturday

Get ready for some surprises at the Vintage Festival Children's Parade 2 p.m. Saturday.

Protect Your Home

A modern home, comfortable furnishings and cherished possessions deserve special insurance protection.

With a Farmers Protector Plus Policy, the actual replacement cost on your home is guaranteed, an increased limit on contents is automatically provided, and higher limits of protection for certain personal property.

To protect your investment in good living, contact your fast, fair, friendly, Farmers Agent today.



Derek Elliott

938-0373

17999 Sonoma Hwy.
P.O. Box 1044
Boyes Hot Springs, 95416



Farmers Insurance Group

AUTO • FIRE • LIFE • COMMERCIAL

Best wishes for a successful Vintage Festival



Roland Thibault
Vice-President/Manager

Laura Haverlock
Assistant Escrow Officer

Janice Breen
Escrow Secretary

NORTHWESTERN TITLE CO.

Serving the Valley since 1961

158 W. Napa St. Sonoma 938-8447

#1 MARTIN LEVY

\$9 million listed/sold in 1987

TEAM UP WITH THE BEST. Distinguishing himself among over 500 sales associates in its 15 Bay Area offices, Martin Levy has successfully become Merrill Lynch Realty's leading Fine Homes representative in Northern California. His eleven years of experience with listings and sales in excess of over Fifty Million Dollars has contributed toward making Martin Merrill Lynch Realty's highest producing agent in Sonoma County. Become a part of Martin's proven success. Call today for information regarding these and other listings.



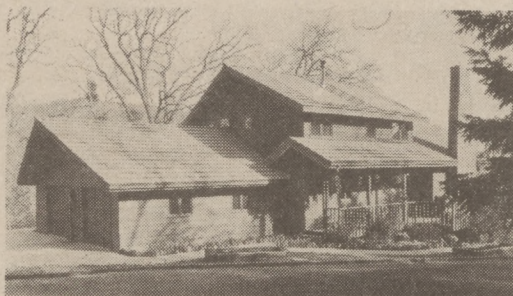
Merrill Lynch

(707) 528-7653 Bus

(707) 579-4049 Res.



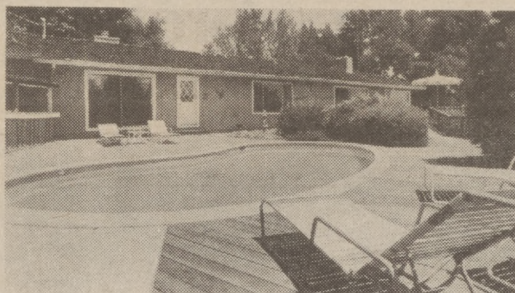
ENCHANTING MOUNTAIN RETREAT. This estate is located in the beautiful Valley of the Moon and situated among cool redwoods and surrounded by vineyard. This home has 3,800 square feet of living space. \$530,000.



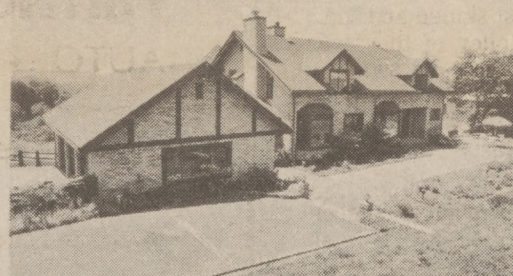
ELEGANT COUNTRY RETREAT. An approx. 3000 sq.ft./4 BD/3.5 BA unit-custom, energy efficient, all redwood home surrounded by 81 acres of secluded beauty. Large pond, year-round stream & 2 BD caretaker cottage. Much more. \$485,000.



THE CITY AT YOUR FEET. Incomparable views await from every room of this exceptional estate overlooking the Santa Rosa Plain. 10 dramatic rooms including formal dining room and family room. Built on 2 levels, remodeled. \$395,000.



PICTURESQUE AND PRIVATE. Comfortable ranch style home with expansive views in a serene setting. This large 3 bedroom 3 bath home also comes with its own 2 bedroom guest house. \$380,000.



HANDSOME ENGLISH MANOR. 3 BR/2+ BA residence boasts a tastefully decorated living room with cathedral ceilings and staircase. Formal dining room, gourmet kitchen. Family room has a built-in wood stove. \$375,000.



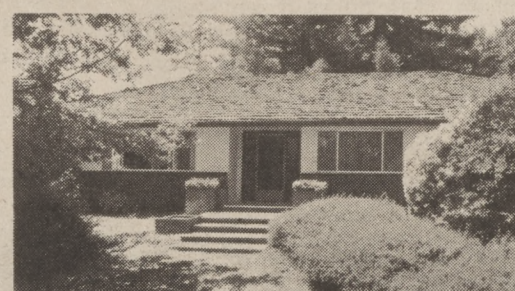
YOU HAVE EARNED IT. Escape to 7 rooms of quiet elegance with breathtaking valley views in desirable Oakmont. This 2 BR/2.5 BA residence is situated on .6 well landscaped acres. \$295,000.



PERFECT REFUGE FROM THE CITY. Quality built 4 BR/2 BA private and secluded retreat. Over 7 acres overlooking beautiful vineyards and the Sonoma Hills. With its 9 rooms, it's a great place for kids and pets. \$339,500.



BRING THE FAMILY. 4 BR/2½ BA home. Private road seclusion, redwood decks, on 1 plus acres, 40 x 20 inground pool. \$209,500.



QUALITY BUILT AND COUNTRY QUIET. 2 delightful homes. Main house 3 BR/2 BA, approx. 2000 sq.ft. Guest house 2 BR/1 BA approx. 1100 sq.ft. Nice views. \$249,500.

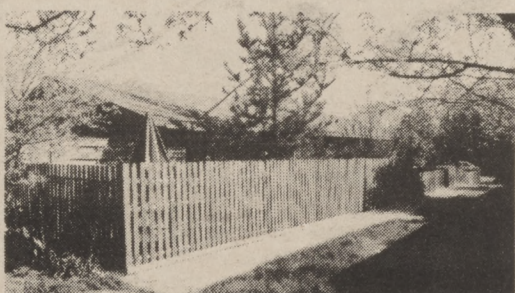


Merrill Lynch

WHY RENT? Ready for the investor or first time buyer. 2 BD/1 BA end unit townhouse. Well maintained inside and out. Conveniently located. \$59,000.



TRIPLE TREASURE. The best investment of your life could be this 3 well cared for units in the path of progress. Each has 2 BR/1 BA plus private yards. Offered at \$180,000.



IDEAL OPPORTUNITY. Duplex in convenient Sonoma location. Each unit a 2 BD/1 BA with carports. Good income plus an excellent opportunity to live in one and have additional income. \$103,500.

Sonoma Valley Real Estate

Your guide to

Serving Sonoma County with Offices
in Sonoma,
Santa Rosa, and Petaluma

A FULL
SERVICE
REAL ESTATE BROKER

Keegan & Coppin
REAL ESTATE

710 W. Napa, Sonoma
(707) 996-1661

"Assisting You Is Our Business"

• Ed Sweeney • Michael Hedley
• Robert Bernard • Stan Schubert • Richard Splan

Enjoy the Amenities of Adult Community Living in Temelec.

Single family dwellings or townhouses, greenbelt of carefree lawns, historic mansion for a clubhouse with beautiful gardens and swimming pool, daily activities, and many social affairs.

Call for our current Temelec listings.



Brandon Realty

1343 Mission Dr.
Don Brandon
996-0609
Al Martinson
938-2659



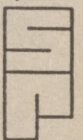
IMPROVE YOUR STANDARD OF LIVING

The beauty is in the eye of the beholder ... Become the owner of this beautiful estate. You will never want to leave. Four bedrooms, 3½ baths, 3000 sq. ft. Pool with heater, filter and pool house. Playground, park-like setting, trees, lawn, etc. Hot tub, decks and lanai's. Acreage for grapes or animals, new barn. Excellent commute area. Great views especially at night when the moon is visible. You'll love this vintage special. **\$329,000**

For more Information Contact

Paul Wilhite
935-2215
or 938-1224

**SONOMA
PROPERTIES**



When you're ready to build



George Dresnek - Contractor

Now offering design work & blueprints by George Watson



Dream Homes • Remodel • Decks

996-2238

Lic. #488807

Questions about real estate?

- How much is my home worth?
- Is now a good time to buy?

If you are buying or thinking of selling, we'll answer your questions. We can evaluate your property and tell you what it will bring in today's market.



Creative Properties

2 locations to serve you
Sonoma—433 First St. West,
938-1928
Glen Ellen—13758 Arnold Dr.,
996-0183



FABULOUS ... Contemporary, custom-built with no expense spared! Antique fixtures, European cabinetry, views, privacy, pool. Located in Sonoma's most prestigious neighborhood, "The Ranch." **\$460,000**



Cynthia Wood
(707) 996-3000



A MEASURE OF SUCCESS!!

Close to Sonoma Plaza while offering views clear to San Francisco and ... beyond. 3,000 sq. ft. of magnificent contemporary design encompassing 3 levels comprising recreational areas and living quarters. 4 bedrooms each with own bathroom. Tennis court, pool with self contained pool lanai ... 15.16 secluded acres. **\$695,000**



Located on the Plaza

**REAL ESTATE
INFORMATION CENTER, INC.**

481 First Street West, Sonoma

938-3970

Tara Properties is taking a New Direction.

Look for us at our
new location in November.



938-0355



Chuck Lamp

Donald Rachuy

Donna Hoover

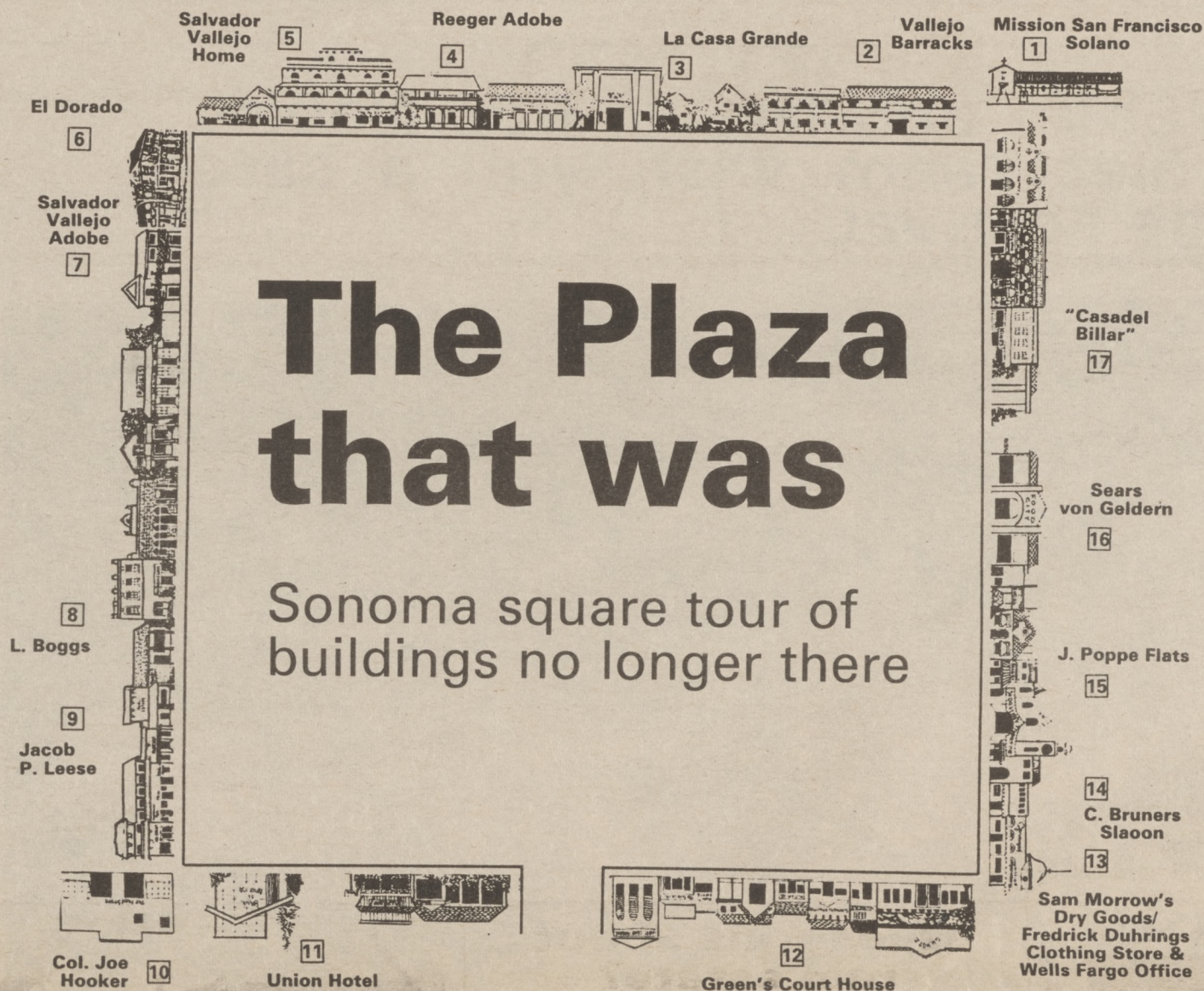
OUR PLEDGE TO YOU

"To serve our clients in a capable
and honest manner."

RANCH & HOME REALTY
and INVESTMENTS, INC.

790 Broadway, Sonoma

996-7000



The Plaza that was

Sonoma square tour of
buildings no longer there

The Mission

1

The Mission was the first structure in Sonoma, founded July 4, 1823 by Fr. Jose Altimira and finished in 1832.

Of the original Mission structure, no part remains. A new adobe church, that still stands today, was begun by

Gen. Mariano Vallejo in 1841 on the site of the old mission chapel.

Vallejo rented the Mission for a variety of uses in the mid-1800s, including a restaurant, an Indian employment agency, a blacksmith shop, a magazine shop, and a residence.

By 1861, the church was restored to a semblance of its former purpose, when President Lincoln deeded 2.6 acres of mission land and a vineyard back to the Catholic Church and Vallejo financed its repair.

But in 1881, the Church sold its land to Solomon Schocken for \$3,000. He used it to accommodate his general store located in the Barracks next door. The Mission disintegrated into a storage house for wine and a haybarn until 1903.

A surge of concern for the old building caused local and statewide forces to combine to save the Mission, with leadership centered in the Woman's Club and help from *Index-Tribune* editorials. William Randolph Hearst purchased the Mission, while the Landmarks League purchased

Turn to 19

'Eyesores' disappearing

"One by one the old adobe landmarks around the Plaza are disappearing and it is a good thing, too, as they have been veritable eyesores to the four streets surrounding the Plaza." *Index-Tribune* editorial, Aug. 31, 1896.

Today a statement like that amounts to blasphemy — almost all of the residents in Sonoma take pride in the history of their town and the venerable adobes that remain as a testimony to that pioneer past.

But historic preservation is a relatively new concern for the City of Sonoma, and although the Plaza's unique character has been maintained through the actions of the city's historic groups, much of Sonoma's history has been lost as a result of the irrepressible allure of modernism.

Looking at a map of Sonoma's Plaza in 1850, the buildings cited are, for the most part, unfamiliar. Only a few of the original adobes remain, and even some of those have been altered to suit the present.

So how has the Plaza changed since the 1850s? Probably the best way to go about assessing the unknown past is by starting a tour with a relatively well-known building and making a circuit of the town's map: beginning with the Mission San Francisco Solano de Sonoma, and making a circuit to the left on Spain Street, down First Street West, across Napa Street, and up First Street East.

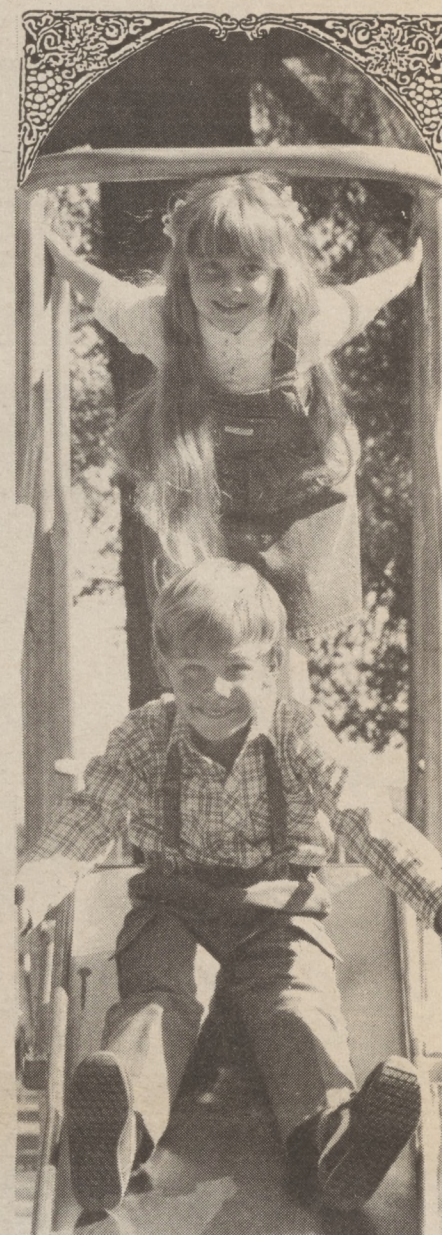
SPWM

INSURANCE BROKERS INC.
Business • Home • Auto • Life

Douglas R. Mahon
Paul Davis
E. Clark Thompson

996-1828

355 West Napa St.
Sonoma



Models:
Jimmy Leonard
and
Jessica Mittleman.

Sonoma
Children's Clothing

Competitive Prices
Specializing in Cottons

Infant - Pre-Teen 14
Ballet - Tap - Gymnastic Shoes
and Dancewear

Open 7 Days A Week
488 First Street East
On the Plaza
938-1919

Bob Nobles and the #1 Bob Nobles Chevrolet Team wish you a safe Vintage Festival.



Left to right are: Bill Parisi, Walt Medeiros, Rob Nobles, Rob Sandoval, Mark Thibeau, Rich Gradwohl, Matt Hafterson, Bob Nobles, Larry Hall, Debbie Shepard, Tom Gajkel, Mark Maffioli, Bob Finnerty, Don Herrick, Cornelio Ibarra and Hal Early.

Our service and sales teams combine to give our customers the best. Because we care, we have received the #1 award in the San Francisco area for customer satisfaction.

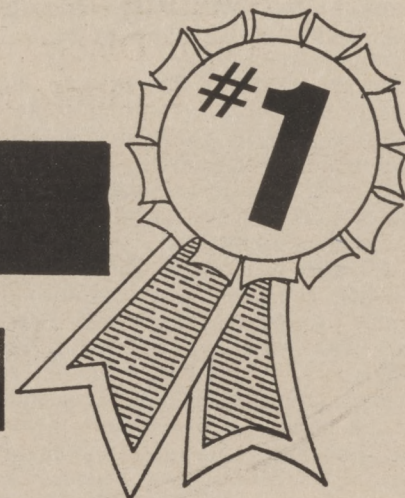
Bob Nobles  **CARS TRUCKS**

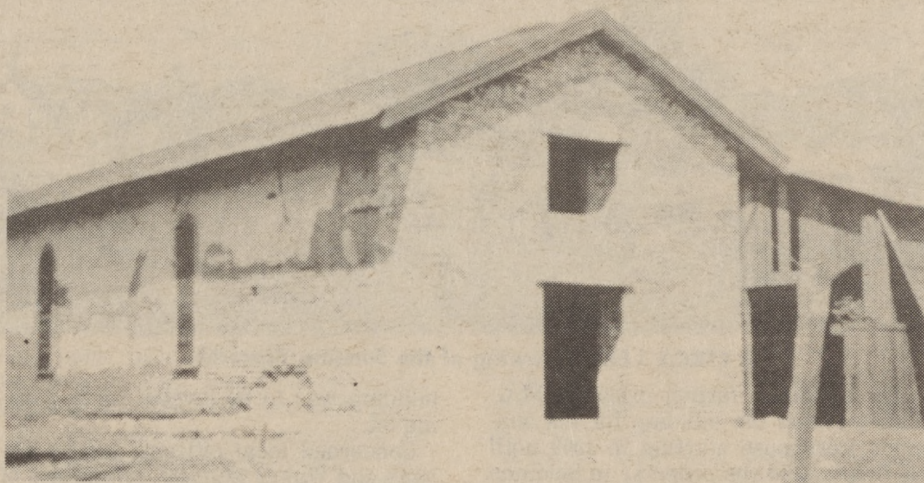


"Your Complete Auto Service Center"

996-2141

687 West Napa St., Sonoma





OLD MISSION CHAPEL

Mission San Francisco Solano de Sonoma

Continued from 17

the Friary, and in 1905, it became state property, with \$2,000 allocated for repairs.

But the problems of the Mission were far from solved. The earthquake of 1906 caused the walls and the roof of the chapel to collapse. When the state restored the damage, the old structure used as the priests' quarters was reduced from 1½ stories to only one. The eastern end was shortened, cut in half so that only the southern cloister was restored.

THE YEAR 1909 brought more troubles for the Mission; the whole chapel front collapsed during that year's particularly wet winter.

Again, the Woman's Club and other organizations came to its rescue, raising \$700 to repair the gaping front, and using bricks from Salvador Vallejo's adobe on First Street West (which today houses the El Dorado) to rehabilitate the building.

In 1911, the remaining adobes surrounding the Mission were restored, by using some of the adobe blocks salvaged from the buildings destroyed by the fire that nearly consumed First Street East that same year.

Restored to its presumed condition in 1840, the Mission was rededicated in 1914, and open to the public in 1922.

DENTISTRY

RICHARD D. RHODES, D.D.S.
RICHARD E. FREDEKIND, D.M.D.

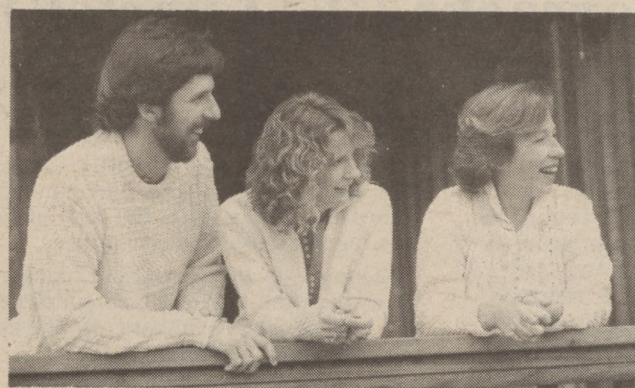
General and Cosmetic Dentistry for All Ages

- Evening and Saturday Appointments
- Senior Discounts
- New Patients Always Welcome

735 Broadway
Sonoma

938-1168

OFF STREET PARKING



**Bear
Moon
TRADING CO**



Natural fiber clothing for men & women
that looks terrific and feels even better.
100% cotton sweaters.

530 Broadway
935-3392

**"I Can't Say Enough
Good Things
About Your Cheese."**

That's how Jay Smith remembered Vella's Bear Flag Brand Dry Monterey Jack cheese while on his expedition in Nepal.

From jungle lowlands to arctic air on Himalayan peaks, Vella's famous Dry Jack never spoiled or lost its flavor.

You don't have to go to Kathmandu or look high and low for the same adventure in good eating. Just check at your local market or deli. Write for our FREE color brochure.

Reach for the heights
in flavor with
Aged Monterey Cheese recipes

DRY MONTEREY
8 lb wheel \$31
EXTRA DRY MONTEREY
8 lb wheel \$37

Send check or money order to:

VELLA CHEESE COMPANY
315 Second Street East
P.O. Box 191
Sonoma, CA 95476
(707) 938-3232

Sonoma Barracks ('El Cuartel')

2

Built by Indians under the direction of Capt. Salvador Vallejo, General Vallejo's brother, the Sonoma Barracks ("El Cuartel") were begun in 1836 and completed in 1841. A two-story building of redwood, adobe, and brick with four equal-sized

rooms on each floor, the Barracks were used as living quarters for Vallejo's soldiers and the town arsenal.

When the Pueblo of Sonoma was seized by the Bear Flag Party in 1846 during a revolt against Mexico, the building housed the capital of the California Republic. The Bear Flag with

star and grizzly bear was made here, and waved over the town for 26 days until the American flag was raised over the town in its place on July 9.

The revolution proved hostile enough that Gen. Vallejo, who had commissioned the Barracks in the first place, was temporarily imprisoned there.

Occupied by the Bear Flag pioneers for awhile, the building also quartered the New York Volunteers of Stevenson's regiment beginning in 1842.

The military left the Barracks for good in 1852, at which point the building became the Sonoma County Courthouse, as well as the printing office for the first newspaper north of San Francisco — A.J. Cox's short-lived *Sonoma Bulletin* — and a wine shop.



A CIRCA 1840s drawing of the Sonoma Barracks.

The building's former prisoner, M.G. Vallejo, used the building for his winery's storehouse starting in 1860 until he finally sold the property to Solomon Schocken in 1875.

SCHOCKEN REMODELED the building to look "modern" in the prevailing Victorian style, and it was barely recognizable as the Barracks we know today. The adobe exterior was veneered over with gingerbread decorative wood carvings, and a fancy balcony and cupola were added.

The building served as Schocken's store and home for the most part, although he occasionally leased the space: from 1880 to '82, to Fredrick Clewe, who also kept a store; in 1917, for a furniture store; and in 1918 Schocken donated the vacant space for a World War I Red Cross shop.

But in May of 1930, Schocken, who had grown old, wanted to get rid of the building and didn't particularly care who bought it; supposedly, the old

building was to be leveled for a parking lot.

Concerned local citizens, led by Celeste and Walter Murphy, publishers of the *Index-Tribune*, began a campaign to save the Barracks.

Finally, in 1936, the fight was won when the Murphys purchased the building and restored it along its original lines, living upstairs while attempting to rent out the former store area fronting the Plaza downstairs.

The corner space on the east end of the Barracks was used for a variety of purposes over the years, including Chamber of Commerce headquarters, law and accounting offices. In the early 1950's, a dirt-floor basement in the west portion was refurbished and for a time was the site of the Bear Flag Tea Room.

The State of California purchased the Barracks from the Murphys in 1958, giving them life tenancy, and began reconstructing the adobe as it may have appeared in 1846.

WELCOME TO THE VINTAGE FESTIVAL



THE SWISS HOTEL

SUPERB DINING

Delicious food prepared in the old world style by our chef

COCKTAILS

In the famous Grey Fox Saloon. Serving the finest rare California wines. Personally selected by owner Ted Dunlap. Some of our wines are available nowhere else in California.

A museum in its own right, The Swiss Hotel displays an endless array of antiquity and a century's worth of memorabilia.

Outdoor dining is offered in the summer in our covered patio.

Your Hosts: TED & HELEN DUNLAP

Open Wednesday thru Saturday 5:00 to 9:30

Sunday dinner served 4:00-9:00

Reservations 938-2884

Bar open 4:00 p.m. Wed.-Fri.

Bar open 10:00 a.m. Sat. & Sun.

- THE ONLY SALOON IN THE WORLD WITH A GENERAL'S 5 STARS GIVEN TO US BY GENERAL HENRY "HAP" ARNOLD
- THE ONLY SALOON THAT HAS FOR YOUR VIEWING A GOOD REDEEMABLE (3.00) THREE DOLLAR BILL

Our compliments & congratulations

to all of you who made another Vintage Festival possible!



We're Celebrating Our

61st year!

•Formerly Duhring's General Merchandise Founded 1850

Mission Hardware

498 First St. East

996-2211

La Casa Grande: First home of Gen. Mariano G. Vallejo

3

Today the Spain Street acreage is the site of district offices of the State Department of Parks and Recreation and the Sonoma Cheese Factory

La Casa Grande, the early home of M.G. Vallejo was intended as the Plaza's

focal point when Vallejo mapped out the area in 1835, and it became the center of the town not just architecturally, but socially and politically as well. Construction was finished in 1840.

Centered on the block, the building was originally built in an "L" shape, and had a second floor with a wide balcony overlooking the Plaza.

Only the servants' quarters remain standing today.

In 1843, a three-story adobe tower, the most imposing structure around the Plaza, was added to the southwest corner of the house, reportedly as an observatory for General Vallejo.

The adobe was the dwelling of the Vallejo family for many years, and 11 of his children were born on this site. It was the house where the Bear Flag revolutionaries gathered the General, his brother Salvador, and his brother-in-law, Jacob Leese, to be taken prisoners in June of 1846.

THE GROUND FLOOR of the spacious dwelling was rented for a retail

store in 1849 by John Frisbie (Vallejo's son-in-law) and was also used as a City Council chamber.

But by 1854, the Vallejo family turned the entire house over to Dr. John L. Ver Mehr for use as a girls' school, St. Mary's Academy, while they moved to their finished mansion at Lachryma Montis. Two of the Vallejo girls attended the academy.

However, after the death of all four of Ver Mehr's daughters by diphtheria, he closed the school and went to San Francisco in 1856. Subsequently, the building was rented for office and apartment space.

A fire of apparently unknown origin, swept through the main wing of the house, and brought it to the ground on Feb. 12, 1867.

Only the high adobe walls prevented the fire from spreading, and the two-story servants' wing, La Casa de las Criades, was spared and still stands today.

Story that was

"The Plaza That Was" was compiled by Hillary Knill, an *Index-Tribune* summer intern now in her second year at Barnard College. Knill wishes to thank local historians James Alexander, Dick Foorman and Dan Ruggles for their assistance.

Some of pictures used in the story were courtesy of the Sonoma League for Historic Preservation.



Best Produce at the Best Price

John and Gus have continued to provide the same friendly service and provide fresh, quality produce at reasonable prices. Additionally, both outlets feature dried fruits, nuts, dried beans, dressings and assorted grocery items. Wine and beer are also available.



FRUIT BASKET

For goodness sake...

24101 Arnold Dr., Schellville
18474 Hwy. 12, Boyes Hot Springs

938-4332
996-7433

Clover-Stornetta Farms Salutes the Sonoma Vintage Festival



'Reeger Adobe' (Swiss Hotel) and Salvador Vallejo home

4 & 5

In 1836, Gen. Vallejo's brother Salvador Vallejo built his adobe home "Commandancia" near the corner of First Street West and Spain Street. Subsequently, he constructed another adobe right next to his home in 1850, called "the Reeger Adobe," known since 1880 as the Swiss Hotel adjoining the Casa Grande plot.

According to local historian James B. Alexander, in his book, *Sonoma Valley Legacy*, most of what is known about Salvador Vallejo's home is not from first-hand recollections; he cites "old photos, deeds, and published recollections" as primary sources to discover what the demolished adobe was like. Describing it as exemplifying the "Yankeeified" style," Alexander states that the building had "long windows opening onto cantilevered balconies front and back ... Not as large as Casa Grande, it was still a big house."

After Salvador Vallejo and his brother the General were finally freed from captivity at Sutter's Fort by the Bear Flag rebels in August of 1846, he discovered his home was occupied by an ex-Bear Flagger's family, the wife and children of Calvin Griffith. However, he let them remain in his adobe

home while finding another lodging.

The "Reeger Adobe" (the Swiss Hotel of today) — a two story, Monterey-style adobe was also built by Salvador in 1850 to the east end of his own house, and is named for the first occupant of the building, the widow Ignacia Ramirez de Reeger, who was the wife of the former school master who tutored M.G. Vallejo's children.

In 1851, both Salvador's house and the Reeger adobe were deeded to Mrs. Reeger, who sustained a brief occupancy.

SALVADOR VALLEJO'S home had a large host of owners after he vacated the building, the longest tenants being Julius Poppe's family, who purchased the adobe in 1861. Subsequently, it was a butcher shop and a Chinese laundry, among other things. It briefly stood next door to Samuele Sebastiani's new stage depot, built in 1936.

But later that year, close to the adobe's 100th anniversary, Samuele Sebastiani bought the property from the Poppe estate, and the contractor declared that the bricks were beyond repair, and the walls too far gone to save. Thus, the building was demolished, and in the process, it was discovered that Salvador's old home and the Reeger adobe shared an eastern wall so that both adobes were threatened. Fortunately, due to the redistribution of the property line, the Swiss Hotel's owners at the time, the Henry Marionis, were allowed to build a new wall on the western end. On the demolished adobe site, Sebastiani erected

"the most up-to-date apartments" in 1938.

The Reeger Adobe also had many owners, but J.B. Alexander suggests that its long time history as a hotel might have begun when owner Nicholas Carriger operated a stage coach business at the adobe.

In 1877, B. Torini purchased the property, and named it the "Tecino Hotel" after a cannon in Switzerland. During the 1880's, both of the Salvador Vallejo buildings were used by the hotel.

The adobes were owned in May 1903 by A. Baccala, and when a fire destroyed the old "Swiss Hotel" that was located about where Ruggles' music store stands today on First Street West, Baccala purloined the name for his place.

Over the years, the Swiss Hotel has been run by other owners, but since the 1930's, it has been somewhat a family legacy: bought by Mr. and Mrs. Henry Marioni, it is operated today by Henry's daughter, Helen Dunlap, her husband, Ted, and other family members.

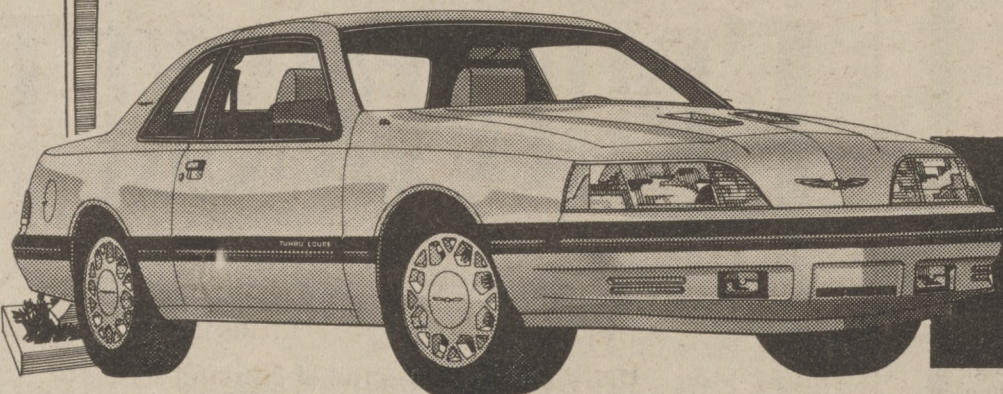


Morrow's Store site now Mission Hardware

Morrow's Store bustled with activity during the mid-1800s, when it offered supplies and clothes to the military men, field workers and gold miners. It eventually became Mission Hardware. See page 25 for more information on the Plaza building of the past.

We start with
Super Values...
and back them with
Quality Service

Attention first time buyers. Bring your problems to us. If you can prove your ability to pay ... we can help you finance (your choice) of many select new Ford cars or trucks, and Sonoma Ford-Mercury will not charge you a premium for this service.



**Here's
where
we keep
great
cars
GREAT!**



**NO CREDIT?
PROBLEM
CREDIT?
WE CAN HELP!**

**Sonoma
Ford-Mercury**

19270 Sonoma Highway, Sonoma, CA — (707) 996-1417



OLD EL DORADO HOTEL

Salvador Vallejo Adobe and the El Dorado Hotel

6

& 7

Salvador Vallejo received a property grant in 1842 from his brother for the corner of First Street West and Spain Street.

On this site, he constructed half of the large adobe from 1845-46, and as the building was interrupted by the Bear Flag revolt, the other half was completed from 1846-49.

The northern end from the central door of the adobe became the El Dorado Inn of today; and the southern end, still the original structure built by Vallejo, houses the Plaza Realty firm and two small shops.

The northern end of the Salvador building was initially sold to the former Mayor of Sonoma, George W. Miller, for \$1,000, who used it for his offices and City Council meetings.

In 1851, the structure was given the name El Dorado Hotel by two partners, New York Volunteers, Randolph and Pearce, who turned the building into a hotel to accommodate the '49er gold rush miners.

George Miller commissioned carpenter Jacob Jacobsen to add the second floor. But the El Dorado did not last long, as George Miller held a sheriff's sale of the building against Pearce and Randolph's unpaid mortgage in 1853. After the sale, the building was used as a post office and other uses.

THE SALVADOR ADOBE'S northern end was bought in 1858 by Cumberland College, one of Sonoma's first schools of higher learning. The school gave it the "Greek Revival" look, with wooden decoration and matching pediments on either corner of the building. The school moved in 1866 when it became overcrowded.

The El Dorado Hotel was conducted "for years" (I-T, June 1909) by Tony Oakes until he closed it in the 1860s.

The building's next occupants, the Robin family, used it as their home and perhaps as a boarding house.

Irma Franquelin said her grandparents, Leonido and Amelia Quartaroli, bought the adobe in the late 1890s or early 1900s and turned it into "The City Hotel," later re-adopting its former

title, the El Dorado.

In 1906, the northern end of the building was demolished completely in the earthquake.

Its hotel function was revived in 1909 when the Quartaroli family rebuilt it.

The new El Dorado, described by the *Index-Tribune* as "modern," was built with a shingled exterior, according to Dan Ruggles, who said it was referred to as "the Shingle Palace." A Gothic front porch was added, in a "Mission Revival" style.

THE QUARTAROLIS ran the hotel until 1924, when it was sold to the Cox brothers and later, to John Merlo.

Mainly traveling salesmen and quarry men stayed within the walls of the El Dorado in the 1920's when J.B. Merlo and his wife owned it. They were responsible for stuccoing the building, according to Ruggles.

Up until the 1980s, it was operated by the same family, ending with the late Marie Merlo.

But much of the adobe was demolished in a complete remodeling by the hotel's recent owner, Paul Sosnowski, who purchased the building in 1981. The Monterey-style building no longer stands; gone also is the frame second story.

Fortunately, the southern half of the adobe has been preserved. J.B.R. Cooper and others representing the Masonic Lodge were its first owners. The building was ostensibly used for their meetings, and local historian J. B. Alexander postulates that it was these masons who added the frame second story.

French vintner Camille Aguillon and his family moved in during the 1860s. They lived there and used the ground floor and courtyard as a wine shed, salesroom and vineyard. The family remained until Aguillon's death in 1906.

IN 1908, THE property was leased to the Fromont family for the same purpose until they moved in the 1920s.

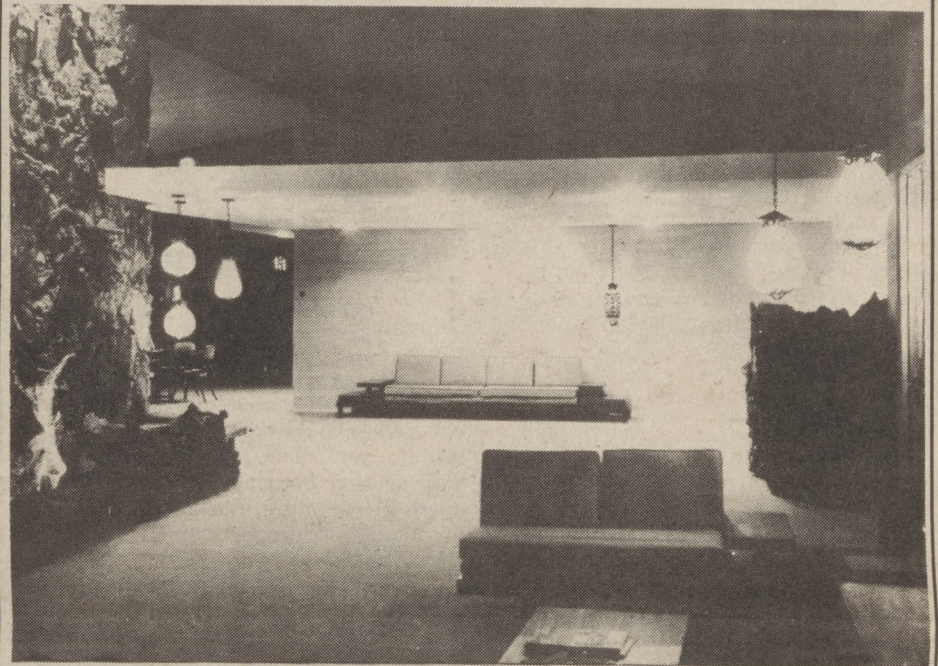
Frank Pensar, the adobe's next proprietor in 1947, was a member of the a Germanic fraternal organization which maintained a ballroom upstairs. Dances were held there every Saturday night for 15 years.

The first restorations to the building were done in 1947 by Clark Wing, an architect who owned the building at the time.

SONOMA ACRES

Convalescent Hospital

The Place...
chosen by Particular People



• Exclusively designed 32-bed
all private care facility

• Special consideration for the
Alzheimers patient and family

• Beautifully landscaped
enclosed four-acre park with
video monitoring

• Privately owned and operated,
not a chain operation



Est. 1959

996-2161

765 Donald Street
Sonoma, California

We truly care. We invite you to call and visit
to compare the quality of our care for your loved one.

Clyde D. Bailey, M.P.H. Adm.
Betty Bailey, Director of Nursing

The Lilburn Boggs Adobe

8

The Lilburn Boggs Adobe used to stand on the west side of the Sonoma Plaza, about 70 feet back from the street. It was built in 1848 by Lilburn Boggs, the former governor of Missouri. Boggs had migrated from Kentucky to the west with his wife, Panthea Boone Boggs, Daniel Boone's granddaughter until settling in Sonoma.

When the Boggs family decided to move to their Napa ranch in 1854, the house was sold to Gustav Pauli and family, who arrived during the Gold Rush.

The adobe next housed the "Swiss Hotel" (unrelated to the Swiss Hotel on Spain Street) until 1918 when it was purchased by the Batto family. The tile-fronted Batto building, built in 1919 and still standing today, hid the Boggs house from the street. The old adobe declined and was demolished in the 1940s.



**old winery
clothing company**

Contemporary Sportswear
100% Cotton
Below Wholesale Prices
(located near Buena Vista Winery)
19397 Old Winery Road, Sonoma
Open Fri. 12-5, Sat. & Sun. 11-5

Photo by: DEBORAH HANSEN

The Lesse-Fitch Adobe

9

The Leese-Fitch Adobe is a two-story, Mexican colonial structure that still stands on the corner of First Street West and West Napa Street.

It was built in 1841 by Jacob P. Leese, who was married to Gen. Vallejo's daughter, Rosalia.

Extensively remodeled by various owners, the adobe originally "turned the corner at First Street West, extended another 200 feet along what is today West Napa Street, then doubled back along the lot's west side to form a rear courtyard," according to local historian James Alexander. A veranda on three sides, was supported by columns made of ships' masts.

The building was used for a while as a store by Leese, whose living quarters were on the second floor.

Leese sold the building to M.G. Vallejo in 1848 to finance a trip to China for merchandise.

The next owner was the widowed Mrs. Henry Delano Fitch, who continued to rent out the building as Vallejo had done.

Rented as a military headquarters of the Pacific Division of the U.S. Army in 1847, and again from 1849-51, the adobe was the residence of Gen. Persifer F. Smith, California's first Governor General, and his wife.

Prior to the Smiths' arrival, Col. Joe Hooker, later to be known as the famous "Fightin' Joe" major general of

the Civil War, had prepared the adobe by reshingling the exterior, providing an additional fireplace, and wallpapering it, according to Alexander.

IN ADDITION to Hooker on duty here were Gen. Grant, W.T. Sherman, John C. Fremont, Kit Carson, and Philip Kearny.

When the military left Sonoma in 1853, Mrs. Fitch rented it to Rev. J.L. Ver Mehr, who established St. Mary's Hall here temporarily until he moved to La Casa Grande in 1854.

In 1858, Alexander contends, it became an annex to the Union Hotel, which was located kitty-corner to the adobe, and both were operated by owner John Lutgens.

The next recorded owner of the hotel is Joseph B. Small in the 1870s, who married E. Poppe and lived there with his parents. Edward Wagner's drug and general merchandise store was located on the corner in 1879.

Purchased in 1907 by local businessman Peter Yenni, the Welcome Saloon was established along the adobe's First Street West ground floor. Professionals and other businesses also occupied the building. Dr. Wilfred B. Hayes maintained offices there until 1909, Mrs. Yenni had an ice cream parlor, and Mary and Jep Valente operated a dry goods store there. In the early 1920s, the building housed the Plaza Restaurant.

When the Union Hotel and Hall were torn down in 1956, Stiener's Tavern moved to the Leese adobe, where it still is today.



Grape Gifts at

100 W. Spain Street, Sonoma
996-4445

Joan's

FRESH PICKED

Produce

daily!

We bring in farm fresh produce every day for your table!



**Dried Fruit
Nuts
Deli**

Country Market
1013 Napa Road
& Eighth St. East
Sonoma
(707) 996-5797

Vasquez House

10

The Vasquez House, built in approximately 1851, is a frame house that used to stand off of the southwest corner of Napa and First Street West, and was relocated in the early 1974 to its present site in the El Paseo de Sonoma on the eastern side of the Plaza where it is operated as a museum and as the Sonoma League for Historic Preservation's headquarters.

It is believed that Col. "Fightin' Joe Hooker" built this house, as he bought the lot on which it was located in 1850. As General Smith's aide, he could thus be in close proximity to Smith's quarters.

Hooker sold the lot to the Vasquez family in 1856. The family lived in the house until 1901. Pedro Vasquez owed money when he died, so his widow and two daughters had to relocate, and the County sold it.

Since the Vasquez family left, the house had a series of owners. It was used as a rooming house, and rented for a variety of different shops.

When the *Index-Tribune* bought the lot on which it stood, and wanted to use the space for a parking lot, the 3-year-old League for Historic Preservation decided that they could use it for their headquarters and relocated it to its present site.

Union Hotel

11

The Union Hotel, located where the Bank of America now stands, was originally a two-story adobe built in 1847 by three former members of Stevenson's Regiment who were stationed in Sonoma: J.G. Dow, Robert Storey, and Joseph Higgins. These three sold out their business profitably to P.J. Vasquez in 1851, who in turn leased it out to Tony Oakes, who became Sonoma's mayor in 1857.

The old adobe building had a bar beneath the street level that had been formed by excavated adobe soil. According to local historian Robert Parmelee, the building would flood during heavy rain, "and it would take a rowboat to get a drink."

The building was next sold to another Sonoma mayor, John Cameron.

But under the proprietorship of Jerry Linehan in 1866, someone bearing him ill will set fire to the livery stables, which in turn ignited and destroyed the ancient adobe.

In 1867, a new Union Hotel of stone and an adjacent Union Hall (used for dances, plays, and other events) was promptly erected by the next owner, John Henry Lutgens. These two structures stood until 1956, when they were demolished by the Bank of America, still occupying the space today.

The H.A. Green Courthouse

12

The H.A. Green Courthouse was a two-story adobe surrounded by a wide veranda that used to stand on the corner of Napa Street and Broadway facing the Plaza. It was built by H.A. Green, who probably arrived in Sonoma with the New York Volunteers in 1846.

The building was specifically used as a county courthouse and jail from 1850-54 when Sonoma was the county seat. Presumably, Green rented the adobe for this purpose in 1850.

But when the three-year-old town of Santa Rosa won the county seat, the adobe fell into extreme disrepair. The editor of the *Sonoma Bulletin*, A.J. Cox, had his wishes to "Let 'er rip!" come true when in 1861, the building collapsed.

Sam Morrow/Fred Duhring Adobe

13

The Morrow/F. Duhring Adobe was built in 1849 by owner Sam Morrow on the corner of First Street East and Napa, where Mission Hardware stands today.

The adobe was a general store. Frederick Duhring purchased it in 1850, and established his Duhring Clothing Store and Wells Fargo Agency, adding a stone storeroom in 1886 near his store on Napa Street.

The adobe was torn down in 1891 to make way for a "modern brick building" two years after F. Duhring died. Architect A. J. Lutgens, who later designed City Hall, created the 1½-story brick commercial building in the Mission style with cupola. This structure still stands today.

In 1905, it had become a general store.

Frederick Duhring, Jr. expanded the store in 1907 and built a one-story brick building in the same style as the first, adjoining Sonoma House on the northern side.

In 1926, August Pinelli began to lease the building from the Duhring family with his partner Jep Valente for their Mission Hardware business. Today, Pinelli continues to lease from the Duhring family.

When Fredrick Duhring, Jr. died in 1932, Mission Hardware took over the adjoining Duhring store. Later, a wall was built to separate the building into two smaller sections. Eraldi's clothing store originally took over the building's northern end until relocating in 1964. Since then, Brundage-Sonoma has occupied the space adjoining Mission Hardware.

Taylors of Sonoma



Taylors of Sonoma is located in the "Pinni" house built by stonemason Pinni in 1906 on property purchased from the Pinelli family. The house is constructed of stone rubble from the Schocken Hill Quarry. The property's terraced garden included a stone "Shrine to the Madonna" and a converted outhouse. Taylors of Sonoma frequently uses the garden's bounty in its floral designs.

Taylors of Sonoma-Florist

147 E. Spain St. (Next to Blue Wing Inn)

938-1000



Bookends carries a complete line of books . . .

- Best sellers in paper back and hard bound
- Wide selection of mysteries
- Selection of books on tape
- Children's books
- Globes & Maps

Our service includes special ordering and out of print searches. Our staff offers prompt and courteous attention.

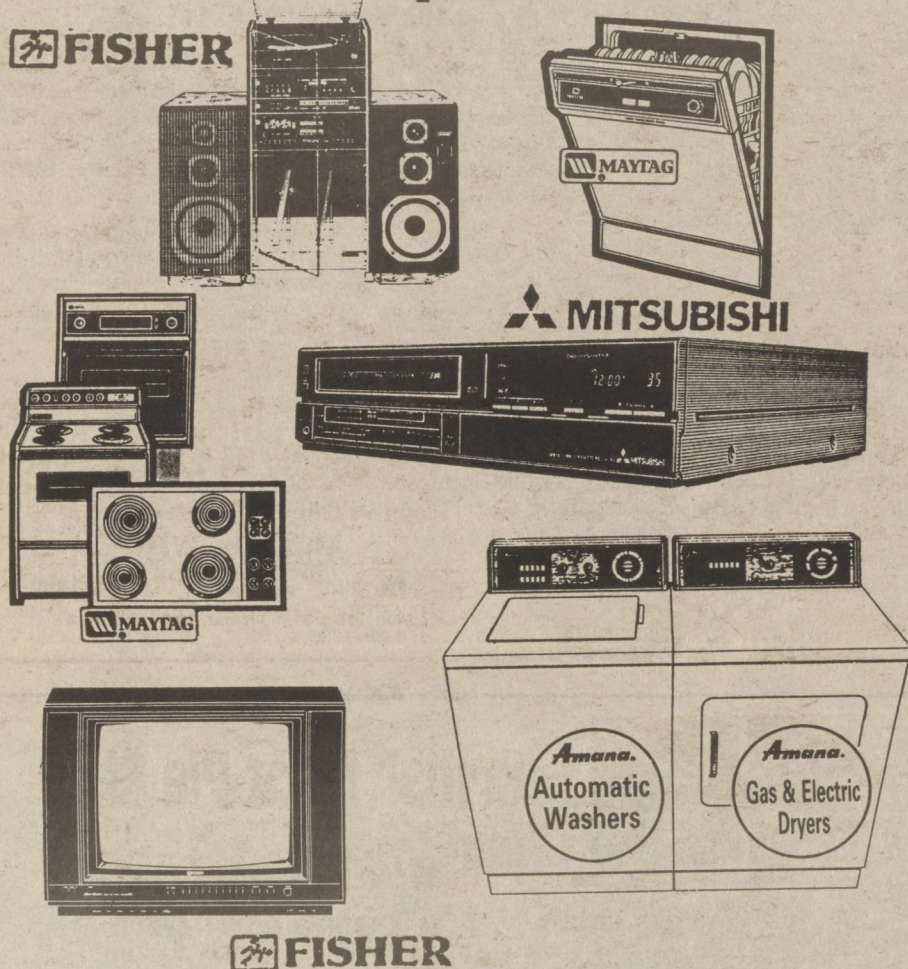


BOOKENDS

SONOMA MARKETPLACE

201 W. Napa St. 938-5926
Hours: Mon.-Fri. 10-6; Thu. 'til 9;
Sat. 10-6; Sun. 10-5

Appliance & Home Entertainment Headquarters



For nearly 50 years Gemini's has been doing what everyone else has been promising...

1. Guaranteed savings
2. Huge selection of quality name brands
3. Continuing service
4. Flexible credit plans with financing available on approved credit

LARGE SELECTION OF USED APPLIANCES:

Gemini's
Sales and Service W.L. INC.

Open Mon.-Sat.
9 a.m.-6 p.m.
945 Carquinez Ave.
Glen Ellen 938-4055
Petaluma 762-2722
Santa Rosa 542-0751

Christian Bruner's Adobe site

14

Christian Bruner's Adobe, no longer standing, this small, square adobe — the second building north of East Napa Street — was operated as a saloon during the Gold Rush by Christian Bruner.

After accidentally killing his nephew from Switzerland, Bruner was forced to relinquish his landholdings. Later, the store became Valentine Siegel's butcher shop.

The Sonoma House, a fairly large brick building erected in 1862, incorporated the adobe. It was one of the two buildings on East First Street to be saved in the fire of 1911; the owners at this time were L. Pollini and G. Favetti.

In the 1920's, the building was largely remodeled, and it supposedly is still partially standing to the north of Brundage's today.

1911 fire left First Street East history hazy before that time

The history of the old First Street East is difficult to ascertain, as most of these buildings were destroyed in the fire of 1911, or even earlier.

The fire demolished all but two of the historic buildings that used to line this block, and as the records kept on the stores that were operated on this block were rare, most of what is known about this area today is based on the recollections of some of Sonoma's oldest pioneers.

Two exceptions in this vague historical picture is today's Mission Hardware building, once the Sam Morrow/F. Duhring Adobe, and to a lesser ex-

tent, the Sonoma House, first known as Christian Bruner's adobe site, no longer standing today.

The story of their salvation in the fire of 1911 is memorable. The *Index-Tribune* of Sept. 23, 1911 reports: "a span of powerful horses was hooked on a large one-story frame building between the Poppe property and the Sonoma House, and it was razed to the ground."

"This piece of work without a doubt stayed the progress of the fire at that end of the street and undoubtedly saved the Sonoma House, the Duhring-Ryland property, and every house on Napa Street..."

A loaf of bread, a jug of wine...



...and you've got the start of a taste tempting meal. Complete any picnic, lunch or dinner with the finest of

- Brand name groceries
- Meats & fish
- Fresh produce
- Deli products
- Liquor, beer & wine

We carry Sonoma French bread fresh daily.

**BROADWAY
MARKET**

4 Corners, Sonoma
938-2685
Open daily: 7 a.m.-8 p.m.



THE 'POPPE FLATS' STORE

'The Poppe flats' store is no more

15

A large frame building known as "the Poppe flats" was built by carpenter Jacob Jacobsen in 1852.

In 1864, the Poppe family bought it to operate a store in as well as to live there. J. Poppe began building a concrete office to the south of his store in 1879 but died in a construction accident. Instead, the concrete office was used as a bazaar by Mrs. Poppe.

THE FIRE of 1911 that ignited the whole block was the result of a coal-gas stove's explosion started in a cobbler's shop in the Poppe flats. The fire demolished the buildings immediately.

The Sears-Van Geldern Building

16

The Sears-Van Geldern Building, by 1860, "adjoined the Poppe block" (I-T, 1911) and was a balconied house that became the home of William and Dorcas Sears in 1848.

The adobe was sold in 1849 to William Scott, who turned the adobe into a hotel to meet the needs of the Gold Rush.

Dr. Von Geldern bought the adobe in 1856, as well as the adobe next door (the Prigmore-Heyermann Adobe) to operate his doctor's office as one of Sonoma's few physicians. Both of his adobes burned down in the fire.

La Casa del Billar's murky history

17

La Casa del Billar, a low adobe — apparently once fairly small, and later enlarged — used to stand opposite the Mission property. As one of Sonoma's earliest buildings, it also has one of the murkiest histories.

It might have had origins back to Mission times, and according to historian Robert Smilie in his book, *The Sonoma Mission*, it was originally deeded to Antonio Ortega (major-domo at the time), Antonio Pina, Dons Alviso, and Davilla in 1837.

In 1842, it was the only structure on the east side of the street. Pena used to run a billiard parlor in part of the building, where Vallejo's Mexican garrison would meet and play pool or cards.

a Mr. Beasely, took this structure over. Enlarging the facilities, and adding a saloon, store, billiards, and then sleeping accommodations, they created Sonoma's first hotel. Their partnership dissolved in mid-1849.

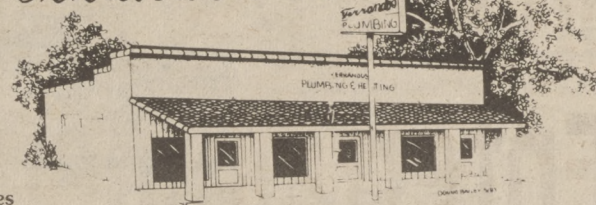
IT APPEARS ALSO that in 1848, L. Boggs in partnership with William Scott, ran a store and a post office somewhere in this building.

In 1857, part if not all of the adobe was sold to Sam Hudson, a ragpicker, who moved in with his wife and 27 kids. The building then became known as "Hudson's Corners."

During the 1880's, the *Index-Tribune* was operated from the adobe, and the building's southern end housed Christian Marten's Bakery, which gave way to the "U.A.O.D." But by 1883, the building was essentially vacant.

A. Pinelli purchased the land in 1889, and constructed a "fine two story structure" in its stead, which was lost in the fire of 1911.

Ferrando's Inc. PLUMBING & HEATING



FREE Estimates

Lic. # 449417

New Construction Remodeling Service & Repair

Residential
Commercial
Mobile HomesElectric Rooter
Sewer Service
DisposalsWater Heaters
Faucets
Heaters

Discounts to Senior Citizens (materials only)

18495 Hwy. 12, Boyes Hot Springs 938-8311



W

hat more could a fashion savvy woman want or need? Clothes that look terrific, are easy to care for and offer a fabulous selection of flattering options!

FASHION A LA CARTE

Women's Clothing Sizes 5/6 through 46

449 5th St. West

at West Napa

996-3022

Mon.-Fri. 9:30-5:30; Sat. 10-5; Sun. 12-4



British Meat Pie Shop and Village Pub

Our puff pasties turnovers with a variety of fillings are made fresh daily with no preservatives. Fresh frozen available for take-home.

Breakfast Pasty	\$2.75
Egg, Cheese, Potato, Tomato	
Curried Vegetarian	\$2.75
Cabbage, Potato, Onion, Peas & Carrots	
Banger on a Bun	\$2.65
Banger, Fried Onions, French Roll	
Sausage Roll	\$2.25
Banger Meat in Puffy Pastry	
Ploughman's Lunch	\$3.25
Pork Pie, Cheese, Cole Slaw, Scallions	
Cornish Pasty	\$2.65
Beef, Potato, Onion	
Chicken Pasty	\$3.25
Breast of Chicken, Fresh Mushroom Sauce	
Italian Pasty	\$3.00
Beef, Potato, Onion, Tomato Sauce, Mozzarella	
Steak Pie	\$3.25
Sirloin Tip Steak, Onion, Gravy & Seasonings	
Cole Slaw	75¢
Mushy Peas	75¢

Bass & Guinness on draught

Soft drinks & hot tea

Assortment of fine wines

For Special Orders — Steak and Kidney & Melton Mowbray

'Ma Stokeld's'

464 1st Street East, Sonoma
(The Pub Down The Alley)
Phone Ahead: 935-0660

Open: 11 a.m. to 10 p.m. daily. Prices include 6% sales tax. Sales from the freezer are without sales tax.

Sonoma's Plaza went from an 'eight-acre problem' to

By Hillary Knill

Index-Tribune Staff Writer

"The early history of Sonoma is a history of the Plaza." — Edna Cooper, *Saga of Sonoma*.

Once the training site for Vallejo's Mexican troops, the Bear Flag was raised in Sonoma Plaza. Afterwards, for many years, it was used as a cow pasture. Open sewers ran along either side of the street. Even the old railroad that served Sonoma in the early 1880s had its tracks running through it.

Sonoma's Plaza is the only historic public square left in California. General Vallejo himself, under orders from the Mexican government, began the Pueblo of Sonoma by laying out the eight-acre Plaza with a compass in 1835. In accordance with the building principles used for cities in New Spain, it was believed that a city grew most quickly around a central square, and that founding a Plaza would encourage the town's growth.

But for years, the Plaza was a dormant embarrassment, often called "Sonoma's eight-acre problem." It seems that, except in the very early days of Sonoma, the Plaza was the focus of the City Council's agenda, the *Index-Tribune's* concern, and the community's efforts. Nearly a century of work went into making the

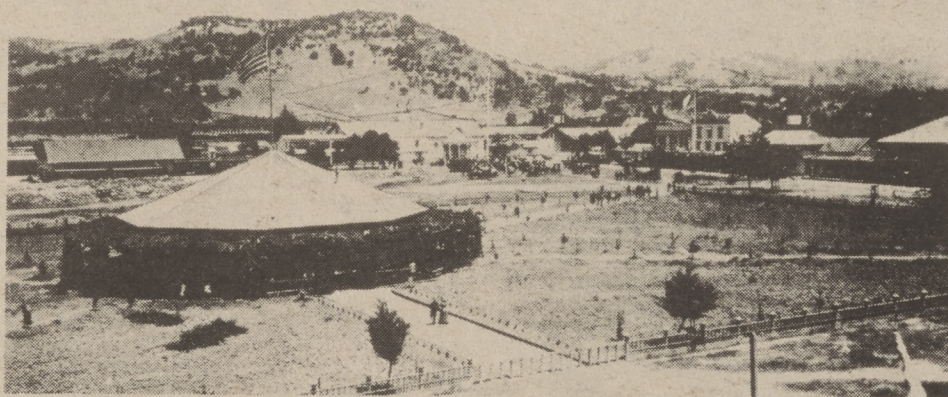


Photo courtesy of Depot Park Museum

BUILT IN 1880, this flag-topped pavilion in the center of the Plaza served as government headquarters until the installation of Sonoma's City Hall in 1903.

Plaza what it is today.

ONE OF THE earliest recollections of the Plaza was provided by a Sonoma pioneer. When he first arrived, the Plaza was full of holes where the residents had excavated adobe soil for their buildings.

In those very early days, horse races, dog and coon fights, and riding wild mustangs were some of the recreational activities that took place there.

1846: But the main use for the Plaza was militarily oriented, as General Vallejo's Mexican troops drilled there from the time of their arrival in Sonoma until the Bear Flag Rebellion.

Indeed, one of California's most

important historic events took place on the Plaza when on June 14, 1846, the Bear Flag was raised in the square.

But in October 1851, the Plaza was evidently becoming an eyesore. General Vallejo, in the city's first recorded proposal for improvements in a series of many, presented a petition to the City Council to level the Plaza and make improvements.

In February 1853, a tax of \$3 per month was collected from merchants, hotels and grocers to go toward Plaza improvements.

Later that year, Sonoma's first attempt at beautification showed up in the form of a picket fence around the Plaza.

In 1879 the City Council granted the Sonoma Valley Railroad Company a piece of Plaza land large enough to accommodate its station.

The Sonoma Valley Narrow Gauge Railroad ran from Schellville along Eighth Street East to Spain Street and then west into the Plaza, where the train turntable was located. The rundown Plaza, full of weeds in the summer and a big mud puddle in the winter, looked even worse with the rails, depot, car barn, turntable, coal yard, and brick pile.

A well was dug in the Plaza during the 1880s to serve the Donahue RR, which had its roundhouse, shops and yards there.

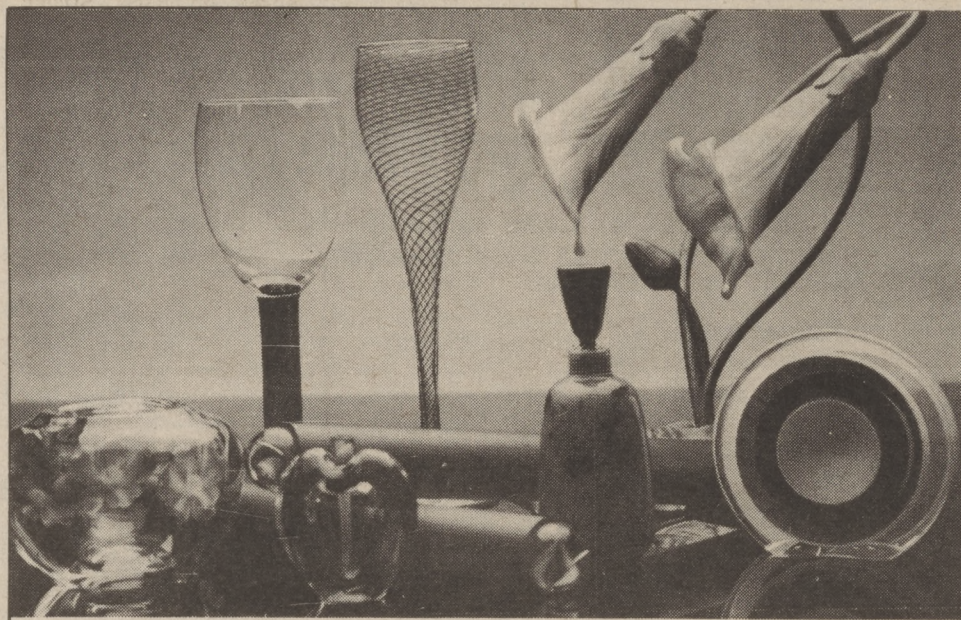
In 1880 a pavilion was built in the Plaza by private enterprise as "a permanent improvement." The building was to be used both as the headquarters for city government and social events. Dances were held there, as well as exhibitions.

In 1888 it housed the Sonoma Valley Exhibit of the San Francisco Mechanics Fair.

But even though the Plaza was the center of much social activity, strict regulations were imposed on the behavior of the youth in the town.

In September 1885 it became unlawful for minors to be on the streets of Plaza after 8 p.m. November through April, and 9 p.m. for the rest

Turn to 29



A gallery of Fine Contemporary Art and Jewelry

- Sculpture
- Art Glass
- Ceramics
- Kaleidoscopes
- Wearable Arts
- Quartz Crystals
- Fine Handcrafted Jewelry

GOOD DAY SUNSHINE

29 E. Napa

Sonoma

938-4001

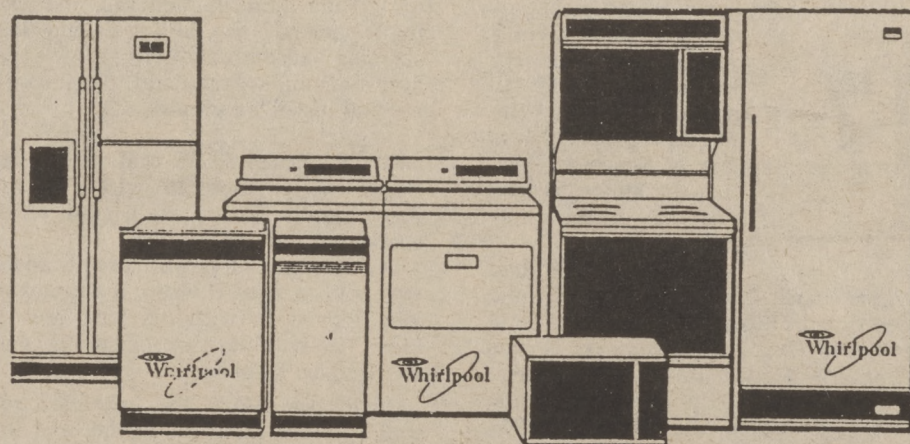
Mon.-Sat. 10 to 5:30; Sun. 11-5

Credit Cards Accepted

We're making your life a little easier

We offer you the finest quality appliances.

Factory authorized service on most major brands
Refrigerators-Washers-Dryers-Ovens-Ranges-Vacuums



SONOMA SERVICE

Mon.-Fri. 8-5, Sat. 10-5

Sonoma Valley's Appliance
Parts & Service Center
for over 18 Years
20525 Broadway
At Four Corners 996-6754



a beautiful town park and center of city government

Continued from 28

of the year.

Deciding to eliminate some of the dirt paths surrounding the Plaza marked another step towards modernization, and in June 1886 Napa Street was sidewalked from Duhring's corner (the corner of First Street East and Napa Street, where Mission Hardware stands today) east.

But this modernization is ironically selective. Even in 1886 open sewers passed through town on the east and west sides of the public square.

The city resumed its projects for Plaza improvement in September 1886, when trees were planted all around it.

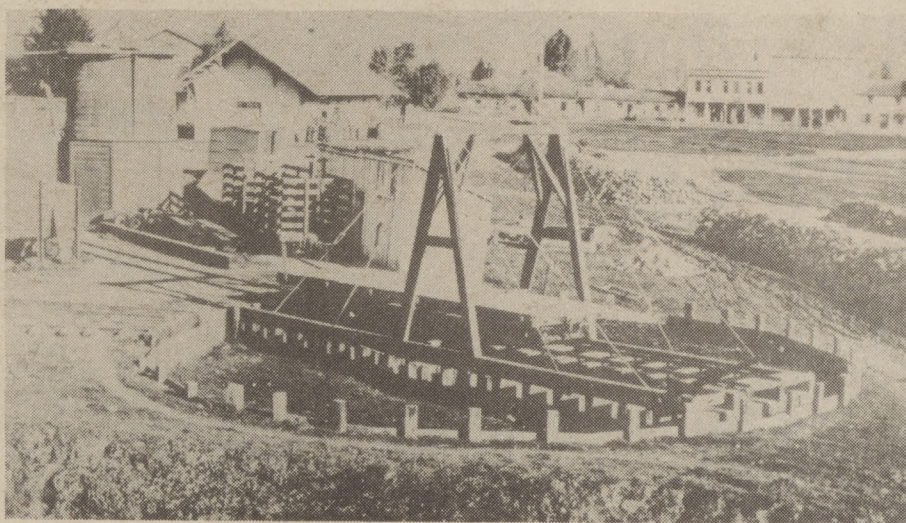
And finally, in 1890, the railroad facilities were removed from the Plaza, as a result of pressure from the populace and the coming of Southern Pacific.

Also, in that year money was used to preserve the Bear Flag staff.

But beautification of the Plaza was obviously not everyone's concern. In May 1891 the Plaza was re-converted into a cow pasture.

Although plans for a new City Hall were submitted, the town trustees rejected them in June 1893, deciding instead that the pavilion would house a two-cell jail for city use.

The filthy pavilion in the center of the Plaza served as a jail and the headquarters of city government,



A TRAIN turnstile in the Sonoma Plaza circa 1880.

but was in a miserable state of disrepair.

But even though it didn't seem likely that Sonoma felt a genuine concern for its historic Plaza, the City Council stated in the year 1893 that the town had low taxes because people were adverse to all public improvements "except keeping up the Plaza."

And in January 1895, Mr. H. Weyl's petition asking City Trustees permission to herd sheep on the Plaza to eat weeds was rejected.

Improvements continued with the City Trustees' authorization of the plan to be drawn for a new (two-story) City Hall in Plaza in March

1895.

And the old fence surrounding the Plaza on three sides was sold in sections for \$73.25 in April 1897.

The *Index-Tribune* editorial of May 1899 encouraged these developments: "Editor Granice urges commission to consider building a new City Hall to replace the old 'dance' pavilion now utilized for same, and which is 'an eyesore and disgrace to civilized people'."

That same month, Henry Weyl was given permission to pasture sheep on the Plaza for two weeks.

The real advent of consistent Plaza improvements was 1901 when the So-

nomia Valley Woman's Club was organized and made landscaping of the Plaza its priority project.

In January 1902, the women's program encountered some setbacks. Again, livestock roamed over the Plaza, destroying their work of beautification.

Undaunted, the Woman's Club announced its plans to build a fountain in the Plaza in 1905.

And progress was obvious when in 1908 the old "eyesore" pavilion was torn down, and the new City Hall was finally completed.

Lawns and paths were added to one section of the Plaza in December 1908.

The Woman's Club, to further promote its efforts, sponsored "Sonoma Day" for the town to work on the Plaza on a Saturday. The town populace hauled 600 loads of dirt to the Plaza and leveled it so that lawn could be planted and paths improved.

In 1909, the Women's Club built another fountain, and in 1910 more money for beautification was raised by the club through sponsorship of a carnival.

In September 1911 the Plaza was a place of refuge for August Pinelli, proprietor of the Mission Hardware store, and Sonoma's oldest active merchant today. He remembers camping out in the square in tents with his family, following the disastrous fire of that year which destroyed his home on First Street East.

In 1912 Sonoma's public library was built in the Plaza by architect A.J. Lutgens (who also designed City Hall) as a result of the the Woman's Club's effort and a financial grant from the Andrew Carnegie Foundation.

The same year, Sonoma Parlor No. 111, Native Sons of the Golden West, filled and graded a portion of the Plaza for the planned Bear Flag Monument, which was completed in 1914.

And, in 1917 sidewalks for the Plaza were constructed, despite community protests that Plaza trees

Turn to 30

Voted "Best Place to Find a Spare Part"

Serving Sonoma Valley

For Over 19 Years!

From left: Brian Johnson, Arron Johnson, Les Mathews, Wade Lokka

Les' Auto Parts

Service to our customers is our greatest asset.

677 First Street West, Sonoma, 996-8438

The Best Selection of Donuts in Sonoma.

Made Fresh Daily

Serving Breakfast and Lunch

L&N DONUTS

262 W. Napa St., Sonoma
938-9833
5 am to 2 pm 7 Days a Week

Stop Pet Abandonment

Pet Population Control offers a spay/neuter subsidy program for pet owners on a limited income. **Vouchers are issued, \$25 for female and \$15 for male animals.**

The coming months signal another season filled with unwanted puppies and kittens. The best gift you can give your pet is to spay or neuter it.

We urge you ... do it now! Call 935-1881 or write:
P.O. Box 1908
Sonoma
for more info.

H • O • M • E • M • A • D • E ITALIAN • CUISINE



Menu Samples

PIZZAS

	SMALL	MEDIUM	LARGE	X-LARGE
Cheese	\$5.85	\$6.95	\$8.30	\$9.55
Linguica	6.85	7.95	9.55	10.80
Bell Pepper/Onion	6.85	7.95	9.55	10.80
Mushroom	6.85	7.95	9.55	10.80
Vegetarian Special Combo (Bell Pepper, Onion, Olives, Mushrooms, Garlic)	7.80	8.95	10.65	12.05
Meatball	6.85	7.95	9.55	10.80
Olive	6.85	7.95	9.55	10.80
Pepperoni	6.85	7.95	9.55	10.80
Salami	6.85	7.95	9.55	10.80
Mary's Special Combo (Salami, Pepperoni, Cooked Salami, Sausage, Mushrooms)	7.90	9.10	10.70	12.25
Sausage	6.85	7.95	9.55	10.80



DINNERS

Dinners served with soup or salad, sourdough french bread & butter, and coffee.
A la carte orders served with bread & butter.

	DINNER	A LA CARTE
Spaghetti and Meatball Mary's famous meat sauce, cooked slowly, using the finest ingredients with a homemade meatball	\$6.35	\$5.25
Eggplant Parmigiana Slices of breaded eggplant covered with marinara sauce and baked with a generous portion of cheese. An excellent vegetarian dish.	7.45	6.35
Gnocchi Potato pasta made the old fashioned way one by one, mixed in a meat sauce with a touch of butter for a creamy taste and topped with a homemade meatball. This one is Mary's specialty.	7.95	6.85



SALADS

Dinner Salad	\$2.10
Mary's Special Salad	\$4.25
Our salads are made with crisp lettuce, a variety of fresh vegetables, salami and eggs. Choice of homemade dressing: Mary's Special Italian Dressing or Thousand Island or Bleu Cheese.	

BOTTLE BEER—DRAFT BEER

		Light	Dark
Budweiser			
Bud Light			
Miller	\$1.25	glass \$0.90.....pitcher \$4.25	
Miller Lite			
Coors		glass \$0.90.....pitcher \$4.25	
Imports	\$1.75		



DESSERT

Our fresh desserts change frequently, so please ask your server.



11 a.m.-11 p.m., Sunday-Thursday; 11 a.m.-Midnight, Friday & Saturday

Boyes Hot Springs 938-3600
18636 Highway 12

Cotati 795-3445
7991 Old Redwood Highway

Petaluma 778-7200
359 East Washington

Sebastopol 829-5800
790 Gravenstein Highway, North

Santa Rosa 538-1888
535 Summerfield Road



Sonoma Plaza's history

Continued from 29

were cut down to make way for them.

The City Council again considered Plaza improvements a major concern in 1922.

THE SONOMA Kiwanis Club, one of first community groups to kick off the new Plaza campaign, started preliminary work on the Plaza improvements in March 1926.

But it appears that City trustees did not believe that community efforts were sufficient to aid the Plaza, for in August 1929, the City of Sonoma asked that the state take over the Plaza.

But the most ambitious plans to improve the Plaza were undertaken in the 1930s, despite the Depression.

The improvements, mainly accomplished from 1931-35, were guided by a citizens' group called the Plaza Improvement Committee and by city councilmen A. R. Grinstead and Cedric Cutter.

Funding and labor were undertaken by a diversity of groups that included the Veterans of Foreign Wars, Boy Scouts, Sonoma Volunteer Fire Department and the local Italian community — with federal assistance from the Public Works Administration.

In the fall of 1930, the City Council decided to rehabilitate an old well in the northwest corner of the Plaza for

improvement of the grounds, and more fire protection.

The city accepted the bids of two local firms for installation of a water system in the Plaza; Mission Hardware and M. Laye got the job of installing a pump plant, pressure tank, concrete lined pit and pipes in April 1931.

The Plaza improvements continued that month: weeds were cleared, shrubbery replaced, and the Plaza plowed.

THE VETERANS of Foreign Wars (Bear Flag Post No. 1943) was one of the first groups to announce that it might take over a portion of the Plaza for a beautification project in 1931.

The City Council voted to pave the streets around the square in April 1931. Eight blocks in downtown Sonoma were paved in May.

And finally, after a long period of waiting, the governor signed a bill authorizing the State Park Commissioner to take over the Plaza as a state park in June 1931.

Tom Vella's plan for an Italian garden for the Sonoma Plaza was accepted by City in July 1931. This involved additional beautification by Sonoma Valley residents of Italian descent who planned to develop the plot east of the library to include a fountain in the center of the garden

Turn to 31



100% Silk
Need we say more?

*Because you'll know
the words to describe
these camisoles, tap
pants, classic teddys,
gowns and kimonos.*

Heider
INTIMATE APPAREL

*In the West Plaza Center
595 Fifth St. West, 938-3033*

Sonoma Plaza's history

Continued from 30

with plantings, walkways and bushes. The estimated cost for the project was \$1,500. Work started immediately.

In February of 1932, the City Council granted the request of Fire Chief Jep Valente that the plot taken over by the volunteer firemen for beautification be extended to an even larger area of the Plaza.

The City Council also voted \$300 for other sections of the park. Grinstead and Cutter revealed comprehensive plans drawn up by a landscape gardener, and applied for council approval.

The council approved Grinstead and Cutter's landscaping plans involving \$1,200 in expenditures in March 1932. Most of that money would go for a lake in a depression on the west side of the park to be surrounded by rock from a local quarry.

Also planned was an artificial beach adjacent to a small lake along with a stone bridge. Spanish cypresses were to be planted with low shrubs on either side of the driveway to City Hall "as funds are available."

IN 1933, the Boy Scouts of Troop 9 contributed by planting a lawn and setting out shrubs in their section of the Plaza north of the library.

The Italian Club sponsored a Plaza

benefit in April 1934 to aid the garden planned for the Plaza.

And in Oct. 1934, local volunteer firemen revealed their plan to build a children's playground and landscape along the site at the north side of the Plaza; they, too, sponsored a benefit for the equipment.

Plans for a Plaza outdoor theatre were announced in 1935, with funding and labor to be provided through a Public Works Administration grant. (In later years it would be named the Grinstead Memorial Amphitheatre in memory of the late Judge Ray Grinstead, a leader for many years in the Plaza beautification efforts.)

The need for the theatre was cited in the following quote which appeared in the *Index-Tribune*: "Previously, the City Hall balcony far above the street had to be used and orators at rallies had to speak from park benches or trucks."

Also planned by the city in 1935 were pools to ornament the Plaza and improve low spots, and a bordered rose garden.

In May 1935 the new open air theatre in the Plaza was dedicated over Memorial Day weekend.

A sundial was donated for the Sonoma Plaza in June 1939.

Funding for lighting the Plaza was OK'd by the City Council in March 1955, and the square was lighted for the first time that same year.



NORTH BAY
INSURANCE
BROKERS
INC

Tradition, Service, Quality
for Sonoma Valley residents for over 30 years

•Business
•Home

•Auto
•Health

25 McDonell
Sonoma, CA

P.O. Box NB
996-6738



• Art Supplies
• Picture Framing
• Classes!

Arts•Crafts•Graphics

SONOMA ART

18969 Sonoma Hwy.
935-3199

Between Moosetta's
& Happy Dog

— ORESTES —

Golden Bear
• FINE ITALIAN FOOD •

Enjoy gourmet Italian cuisine featuring
veal, poultry, fish and fresh pasta daily.
Rustic dining alongside Sonoma Creek.

Dinner Daily
4:00 to 9:30 p.m.

Sunday Champagne Brunch
Buffet Style 11 a.m. to 2 p.m.

Banquets • Weddings
Group luncheons of 30 or more
are welcome

1717 ADOBE CANYON ROAD • KENWOOD • 833-BEAR

A great way to see Sonoma....



All types of bicycles for all ages, exercise
bicycles, repairs, accessories, rentals

SCHWINN

the
GOOD
TIME
BICYCLE
company

Mon.-Sat. 9-6
938-0453

18315 Sonoma Hwy.
Boyes Hot Springs





Buena Vista
Premium Table Wines

- Sonoma Red \$2²⁹
- Premium White \$2²⁹
- Spiceling \$3¹⁹

750 ML



Vendange
Premium Wine

Your choice of:
1984 Cabernet Sauvignon
1985 Chardonnay
1985 White Zinfandel


\$2⁷⁹
750 ML

Long's Sonoma features festival of vintage wines on sale!



Long's Drugs of Sonoma is delighted to offer fine vintage wines at sale prices during the Valley of the Moon's wine harvest celebration.

Now is the time to stock up your cellar with these excellent values. Visit Long's well-stocked wine and liquor department today and bring home a case or two.



GUNDLACH-BUNDSCHU

- Sonoma Valley White (Chardonnay) \$2²⁹
750 ML
- 1985 Dresel's Sonoma Valley Riesling \$2⁹⁹
750 ML



Sebastiani VINEYARDS

- '86 Sonoma County "Eye of the Swan" Pinot Noir Blanc \$2⁹⁹
750 ML
- '86 North Coast Green Hungarian \$2⁹⁹
750 ML

YOUR CHOICE

KENWOOD

- '85 Dry Chenin Blanc \$3¹⁹
750 ML




"Party Time Bargain"

GUNDLACH-BUNDSCHU
Champagne

\$2⁸⁹
750 ML

Long's Drugs

201 W. Napa St., Sonoma Marketplace
HOURS: MON.-FRI. 9-9, SATURDAY 9-8, SUNDAY 10-7
PRICES EFFECTIVE
FRIDAY, SEPTEMBER 25, 1987
THRU THURSDAY, OCTOBER 1, 1987

